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NOVEMBER, 1955

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Contents on page 3

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NOVEMBER 16, 17, 18, 1955

PAGES 33-68

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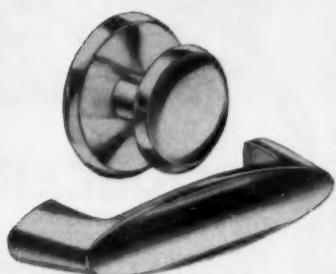
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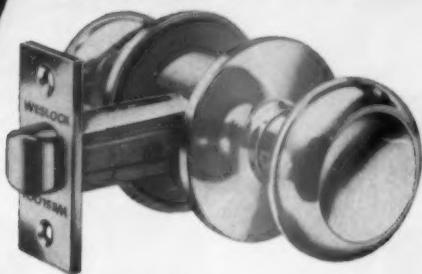
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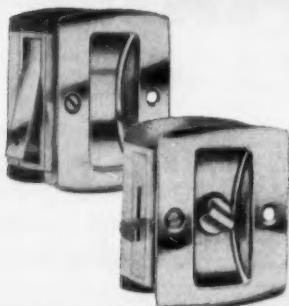
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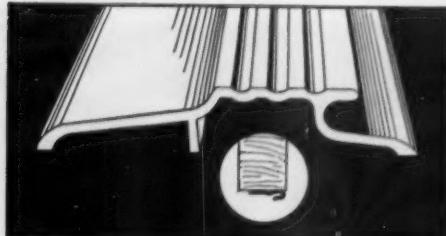


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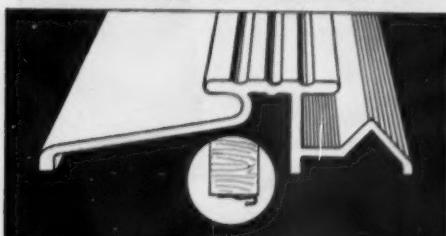
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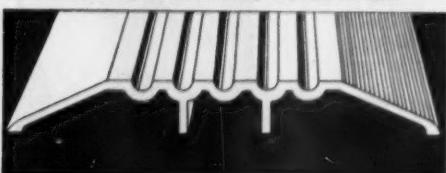
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Southern BUILDING SUPPLIES

NOVEMBER, 1955

VOL. X No. 11

808 Peachtree St., N.E., Atlanta 5, Ga.

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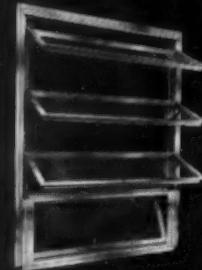


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Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. EM 5609. President: Charles W. Peek, Jr., Cedartown, Ga.

Caroline Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. Franklin 6-5541. President: J. A. Kendall, Florence, S. C.

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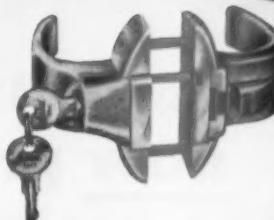
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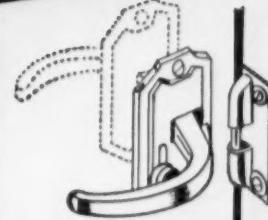
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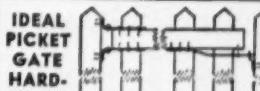
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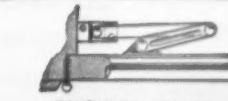
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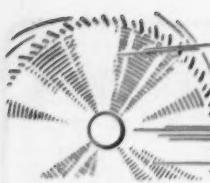
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RANDOM

LENGTHS

Comment on

Industry News

and Trends

"WHAT SHOULD OUR SCHOOLS ACCOMPLISH?"

"In what ways can we organize our schools more efficiently and economically?"

"What are our school building needs?"

"How can we get enough good teachers—and keep them?"

"How can we obtain a continuing public interest in education?"

Such are the questions—or areas of discussion—for which answers will be sought at the White House Conference on Education to be held in Washington, D. C., November 28-December 1. This conference was called by President Eisenhower, who named a committee of 33 persons to organize and operate it. Eleven are educators and 22 are representatives of other society segments. The chairman is Neil McElroy, president of the Procter and Gamble Co.

Subcommittees of the conference have made studies in the six recommended discussion areas. They gathered differing views on the questions and sent them to state conferences seeking solutions to the same problems.

State delegates to the White House conference—the majority of them, too, non-educators—will bring the distilled ideas and recommendations of their state committees to the national conference. There delegates will be divided to concentrate on the six area questions and to produce recommendations. From these the White House Conference committee will prepare the final report to the President. It will be based on the conclusions reached at the conference discussions, the committee's own study, and on reports from the state conferences.

With more than 32 million children now enrolled in our schools—an enrollment that this fall faced a shortage of 370,000 classrooms and 120,000 teachers—the report of the White House Conference on Education should be received with great interest by every citizen.

Lumber dealers especially have a three-fold interest in the solving of our crowded school problems. First, they will be a big factor in furnishing the materials used in new facilities and will be concerned that lumber is properly used in them. Second, they want adequate facilities for the education of their own children. And, third, they know

that if all children don't have good school advantages, our standard of living and quality of citizens will suffer unbearably.

CAN THEY BE TIED TOGETHER? Last month in Cleveland, Ohio, the second annual Building Products Exposition and Clinics sponsored by the National Retail Lumber Dealers Assn. drew an encouraging attendance of dealers, according to many exhibitors. (See page 14 for details.) Consequently, the NRLDA board has made plans to hold the third exposition in Chicago, Ill., next year.

Continuance of these national expositions under NRLDA auspices seems fully justified in view of dealer attendance of the Cleveland exhibits, participation in the clinics, and the resulting publicity in magazines, newspapers, television, radio.

One wholesaler executive at the Cleveland show came up with a pertinent suggestion that perhaps the dealer exposition and the annual homebuilders' exposition sponsored by the National Assn. of Home Builders could be held consecutively in Chicago or some other city. This wholesaler said this would provide advantages to both exhibitors and attendants. Among these are:

The building product exhibitors, who in most cases participate in both expositions, would be spared the great trouble and additional expense of having to plan, stage, and man expensive exhibits in two different places. One exposition would permit the manufacturer to pack more into his exhibit for the same money.

Since many dealers—particularly those who build homes or are heavy suppliers to contractors—want to attend both the dealer exposition and the homebuilders' show, a linking of them at one convention center would make it easy for the dealer to attend both with less investment of time and money.

A linking of the two expositions would make it possible and convenient for a dealer to accompany some of his contractor customers to the exposition, or to meet them there—depending upon which group would meet for the show first.

This exposition linking suggestion sounds good from a cost viewpoint. But the separate interests of the two exposition groups—builders and dealers—and their great pride in "running our own show" apparently tip the scales against the idea. What do you think?



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SUPPLY & DEMAND

NRLDA Survey Shows Dealer Volume Is Up

The annual survey made by the Executive Committee of the National Retail Lumber Dealers Assn. shows that 78% of dealers report their sales volume as being higher during the first eight months of 1955 than for the same period last year. Twelve per cent say it is about the same and only 10% report lower sales.

Comparing the dollar volume of inventory on September 1, 1955, with the same day in 1954, 58.5% reported that it was higher, 33% the same, and 8.5% lower.

Net profits for the first eight months were higher for 46%, the same for 33%, and lower for 21%.

Residential building was believed to be up by 70% of reporting dealers, the same by 20%, and down by 10%.

Farm construction seemed to be decreasing. Only 10% reported that they believed it had increased during the first eight months of '55; 50% believed it to be about the same, and 40% declared that it had dropped.

Commercial and industrial building rose, according to 57%; remained the same according to 31%, and dropped according to 12%.

Repair and modernization are up, according to 56%; the same according to 36%, and down according to 8%.

The price range of new houses built this year was reported as follows: 1% reported \$5,000 to \$7,000; 16%—\$7,000 to \$10,000; 59%—\$10,000 to \$15,000; 19%—\$15,000 to \$20,000, and 5%—over \$20,000.

Accounts Receivable on September 1, 1955, compared with the previous year were listed as up by 70% of the dealers; the same, 17%; and down, 13%.

Only one dealer reported collections as being "bad." Among the others, 55% reported collections as good, 45% as slow or slowing.

Dealers reported as "adequate" or "scarce" financing for construction in the following percentages:

VA loans—adequate 66%, scarce 34%.

FHA Title I loans—adequate 87%, scarce 13%.

FHA Title II, Sec. 203 loans—adequate 69%, scarce 31%.

Conventional loans — adequate 88%, scarce 12%.

Dealers reported in short supply these materials, in the order of seriousness: gypsum products, ce-

ment, lumber items, insulation boards, glass, and plywood.

Over half of the reporting dealers expect to increase advertising and modernize yards and stores. Slightly less than half may add new personnel. As many as 82% expect to boost promotion of Do-It-Yourself trade.

Most of the 75% who reported higher operating costs this year blame them on increased labor costs and taxes.

\$600 Billion Building Volume Seen for Decade

The American economy will spend some \$600 billion on building materials and construction labor and services during the next 10 years, members of the Producers Council were told at their fall meeting in Detroit, Mich. The prediction was by Dr. George C. Smith, F. W. Dodge Corp. economist, who forecast that between 12 and 13 million new housing units would be built during the decade.

Dr. Smith estimated that \$450 billion would be spent for new construction in the coming decade, and at least another \$150 billion for maintenance and repair construction.

"This forecast is conservative," he explained. "It does not anticipate any construction boom, but simply a normal growth in line with the expansion of the nation."

Western Pine Producers Revise Grading Rules

A new set of grading rules for No. 3 shop lumber went into effect October 15, according to an announcement by the Western Pine Assn.

The new rules clarify the grade by defining type and grade of cuttings which must be contained in No. 3 shop pieces. Formerly the grade was given only a general description.

This revision is the result of two years of study and was approved at the association's semi-annual meeting in Portland, Ore., in September. The changes have been published in a supplement to Western Pine's grading rules. Copies can be obtained from association offices at 510 Yeon Building, Portland 4, Ore.

Building Dollar Gains Over 1954 Figures

Most of the South and Southwest showed an all-time high in construction reports for the first nine months of 1955, although the tightened housing credit already appeared to be slowing down September's starts, according to recent F. W. Dodge reports.

The Southeast showed a gain of 28 per cent in dollar volume of contracts during the first nine months of 1955, over the same period for last year. Texas' contracts were up 21 per cent, and the Louisiana-Mississippi area was up 53 per cent.

The Kansas-Missouri-Oklahoma-Nebraska area showed a gain in dollar volume of 48 per cent over 1954 figures, and the Middle Atlantic states gained 25 per cent.

Arkansas and parts of Missouri and Tennessee showed a gain of 16 per cent; Kentucky, 20 per cent; West Virginia, 23 per cent; Florida, 25 per cent; Alabama, 35 per cent; and Georgia, 28 per cent.

20 Southern Cities Led in 1954 Homebuilding

The Department of Labor's Construction Review recently listed the 50 leading homebuilding areas for last year.

Cities in the South and Southwest—and their rank among the 50— included Washington, D. C., which had the seventh highest number of homebuilding starts; Miami, Fla., 8; Dallas, Tex., 9; Baltimore, Md., 10; St. Louis, Mo., 13; Houston, Tex., 14; Atlanta, Ga., 17; Tampa-St. Petersburg, Fla., 23; Fort Worth, Tex., 27; Louisville, Ky., 28; Norfolk-Portsmouth, Va., 33; Memphis, Tenn., 34; San Antonio, Tex., 36; Wichita, Kan., 37; Kansas City, Mo., 38; New Orleans, La., 40; Oklahoma City, Okla., 41; Jacksonville, Fla., 42; Birmingham, Ala., 43, and Richmond, Va., 48.

This year, Birmingham, Baltimore, Miami, and Atlanta were among the five areas having the largest increase in value of building permits issued. Birmingham led, with an increase of 67 per cent.

Miami ranked third in the number of new homes per 1,000 population, with a rate of 32.7. Wichita ranked fourth, with 29.1 new homes per 1,000 population; and Tampa-St. Petersburg sixth, with 24.4.

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the line-up

Dealers who concentrate on Lion roofing and waterproofing asphalts enjoy a good, steady, profitable business on a small investment. That's because Lion asphalt products have earned wide consumer acceptance, and the complete line is immediately available from all leading building supply wholesalers.

Lion asphalt roofing products are of the highest quality—the result of more than 25 years' progressive research and continually improved manufacturing techniques. They meet or exceed U. S. Government specifications. Unlike many roofing materials, Lion asphalts are carefully desalinated to assure low water-absorption rate. They're superior for steep or flat roofs and for damp-proofing and waterproofing applications.

Get full information about handling Lion roofing materials. Fill in and mail the coupon today. No obligation, of course.



..... **LION ROOFING ASPHALT** For hot application. Most economical covering for roofs of large buildings.

..... **LION ASPHALT ROOF COATING** Liquid, ready to use. For new roofs or to preserve old ones.

..... **LION ASPHALT PLASTIC CEMENT*** For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.

..... **LION ASBESTOS ASPHALT ROOF COATING** Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.

..... **LION ASPHALT R. D. PRIMER** For damp-proofing concrete or masonry. Serves as primer for hot asphalt application.

..... **LION COLD PROCESS LAP CEMENT** Quick-setting, liquid asphalt. Eliminates nails on lower edge of roofing.

..... **LION COATING NO. 3*** Has a high filler content. Especially effective where a tough and abrasion-resistant surface is desired.

..... **LION BLIND NAILING CEMENT** Jelly-like asphalt cement for applying roll roofing and for cementing coverings to table tops and kitchen cabinets.

*Made under the process of Patent No. 2393774.



LION OIL COMPANY
EL DORADO, ARKANSAS

LION OIL COMPANY
EL DORADO, ARKANSAS

Please send me complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

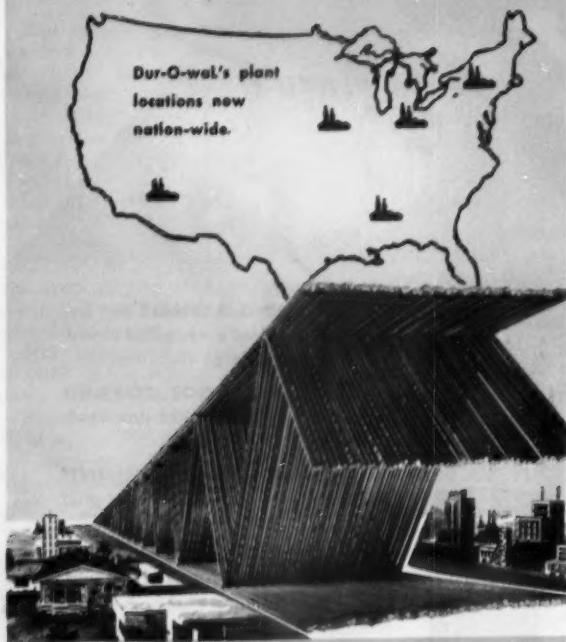
NAME _____

ADDRESS _____

CITY _____ STATE _____

SBS-K

America's Builders Have Spoken . . .



Butt-Weld • Trussed Design

DUR-O-WAL®

**the Backbone of Steel
for EVERY masonry wall**

Across the nation Dur-O-wal wins friends everywhere. It puts more steel in the wall . . . every inch effective . . . to do the job better. Dur-O-wal works fast, lays flat to combat cracks in all types of masonry construction. Electrically welded in a single plane, Dur-O-wal assures tight, neat mortar joints. Opportunity is knocking . . . find out about Dur-O-wal today.



SYRACUSE 1, N.Y.

Dur-O-wal Products, Incorporated, Box 628

TOLEDO 5, OHIO

Dur-O-wal, Incorporated, 165 Utah Street

BIRMINGHAM 7, ALA.

Dur-O-wal Products of Ala., Inc., Box 5446

PHOENIX, ARIZ.

Dur-O-wal Div., Frontier Mfg. Co., Box 49

CEDAR RAPIDS, IA.

Dur-O-wal Div., Dept. I-B, Cedar Rapids Block Co.

**Builders and Home Owners
Prefer it . . .**

3 to 1!



America's Leading Fireplace

Here are the reasons why Heatilator is the preferred fireplace unit among builders and home owners alike:

- The Heatilator unit is the only fireplace unit specifically designed for today's homes.
- Exclusive Pressure-Seal Damper seals throat air tight—prevents loss of winter heating and summer air-conditioning.
- It is easier to install—takes any size or shape flue.
- The Heatilator unit is a complete unit—heavily constructed and fully welded for maximum durability.
- Scientific design assures a perfectly operating fireplace that circulates heat—will not smoke.

Sell Heatilator . . . preferred by builders and home owners 3 to 1 over all other fireplace units combined!

Write for folder giving full details and specifications
HEATILATOR INC., 3711 E. Brighton Ave., Syracuse 5, N. Y.



TWIN-TILT
again leads the hand truck field

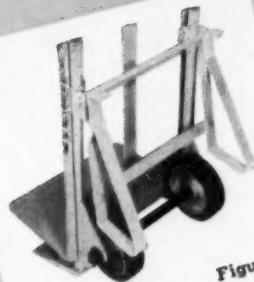


Figure 1



Figure 2

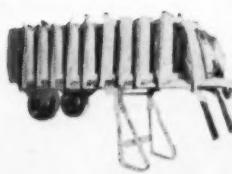


Figure 3

with
SWINGARD
an extra safety feature

The SWINGARD is a safety feature built by TWIN-TILT TRUCK CO. which attaches easily and quickly to any heavy duty hand truck. It is of sturdy, bar iron construction with accurately machined shaft and mountings, (Figure 1). The Guard swings completely out of the way when the truck is moving the load, (Figure 2). Swings to safety position if the truck is dropped, (Figure 3).

Twin Tilt is the only hand-operated truck with the patented, labor-saving auxiliary frame. Twin Tilt trucks are of all metal construction and have no bolts or rivets to work loose. In many types of operation, enthusiastic users from coast to coast have found the finger-tip control gives them labor-saving, economical ease of operation. Twin Tilt trucks are designed for long, hard usage and will move up to 1200 lbs. with minimum effort.

For completely descriptive literature write
TWIN TILT TRUCK CO.

simple as



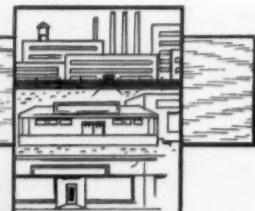
it
but does the job

TWIN-TILT TRUCK CO.
P. O. BOX 11, ST. BERNARD

CINCINNATI 17, OHIO

TOP NEWS

For Dealers, Wholesalers, Manufacturers



Cleveland Stars With 'Operation Demonstrate'

How a city can stimulate home modernization among residents of run-down neighborhoods and slum areas was dramatically illustrated in Cleveland, Ohio, during the NRLDA Building Products Exposition with "Operation Demonstrate."

A six-month cooperative effort of Cleveland businessmen, NRLDA, ACTION, 12 national consumer magazines, "Operation Demonstrate" consists of modernizing into modern beauty and convenience 12 old houses purchased in various sections of the city. Two of these were taken apart between first and second stories, moved to Cleveland's Mall near the Public Auditorium, and updated into 1956 showplaces in keeping with the campaign slogan of "live better where you are."

Arlene Francis was in Cleveland on October 11 for an on-the-spot telecast of NBC's HOME show from these demonstration-improvement homes. She introduced top representatives from the groups which cooperated in "Operation Demonstrate"—realtors, builders, financiers, architects, public utilities, public officials, decorators, and suppliers.

Standing beside one of the "Operation Demonstrate" remodeled homes on Cleveland's Mall here are officers of the National Retail Lumber Dealers Assn. From left they include Watson Malone III, Philadelphia; Paul R. Ely, North Platte, Neb.; R. A. Schaub, Whiting, Ind.; James C. O'Malley, Phoenix, Ariz.; H. R. Northup, Washington, D. C., and Warren E. Carter, Akron, Ohio. Malone is retiring president of NRLDA. Schaub is the new president. Ely is first vice-president. O'Malley is second v.p. Northup is NRLDA executive vice-president. Carter was president of the Ohio Assn. of Retail Lumber Dealers, co-hosts with NRLDA in the Cleveland exposition.

She then showed films of the houses and pointed out the modern materials and equipment that made them so livable.

A second telecast followed that evening, sponsored on a local station by the Armstrong Cork Co. It featured a panel of national building and home fashion editors discussing the topic, "Living Better at Your Old Address." Participating were editors of these magazines: *McCall's*, *Living for Young Homemakers*, *Parents*, *Life*, *Better Homes and Gardens*, and *House & Home*. Louis B. Seltzer, editor of the *Cleveland Press*, moderated the program. These and other consumer magazine editors had developed the plans for modernizing the 12 demonstration homes.

Preceding the telecast, a *Life* film explained to lumber dealers why and how they could profit by "Selling Home Improvement." *Life's* Larry Burnett narrated the script and declared that home improvements represent the biggest, most profitable building market until 1960 when the "war crop of children" will come of age and be in the market for new homes. He said that the building industry should easily hit a new high of \$18 billion in home modernization and repair contracts annually, compared with the

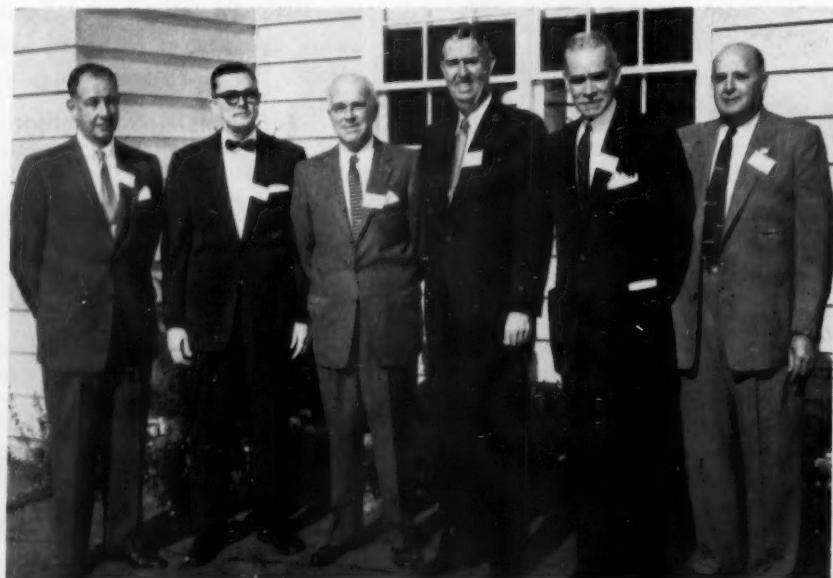
new home construction total value of \$8 billion.

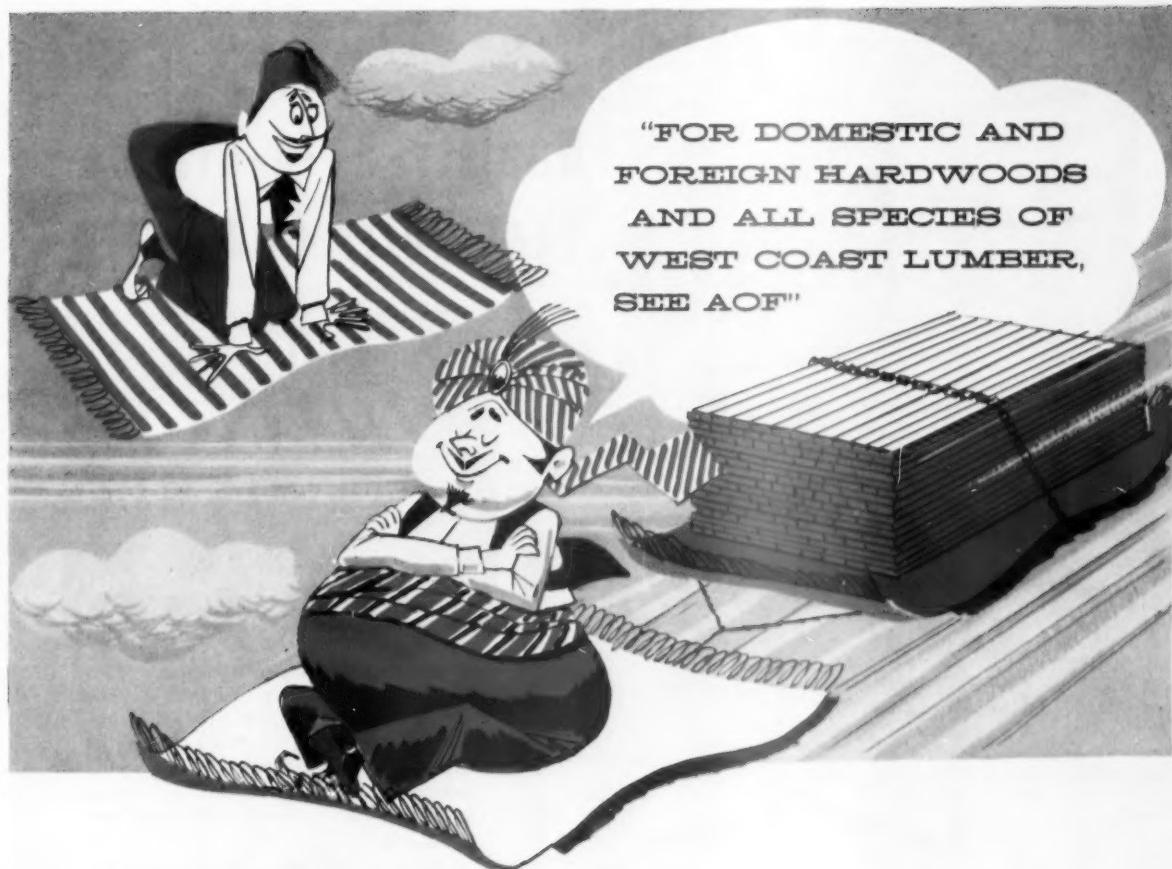
Cleveland Modernization, Inc., is headed by a Cleveland lumber dealer and vice-president of the Ohio association, F. T. McGuire Jr. It built a colorful ranch-type home on the Mall to which local home-owners are directed for information and assistance on how they can modernize their homes to "live better where you are."

Among the improvements suggested are renewing and painting exterior, modernizing heating or wiring or plumbing, renewing and painting interior, modernizing the kitchen or bathroom, and landscaping. Financial suggestions and sources of improvement ideas are given by trained attendants.

5,000 Attend NRLDA Clinics, Exposition

Over 5,000 key personnel from lumber and building supply yards throughout the nation attended the second annual Building Products Exposition and six dealer clinics held by the National Retail Lumber Dealers Assn. at the Public Audi-





You'll get fast service from the most complete stocks in the South

Ash
Hard Maple
Northern Birch
Philippine Mahogany
Cherry
Poplar
Sap Gum

Ponderosa Pine
Larch
Magnolia
Beech
Genuine Mahogany
Cedar-Aromatic
White Oak

Red Gum
Walnut
Sugar Pine
Western Red Cedar
Basswood
Soft Maple
Southern Birch

Red Oak
Cypress
Parana Pine
Limba
Redwood
Fir

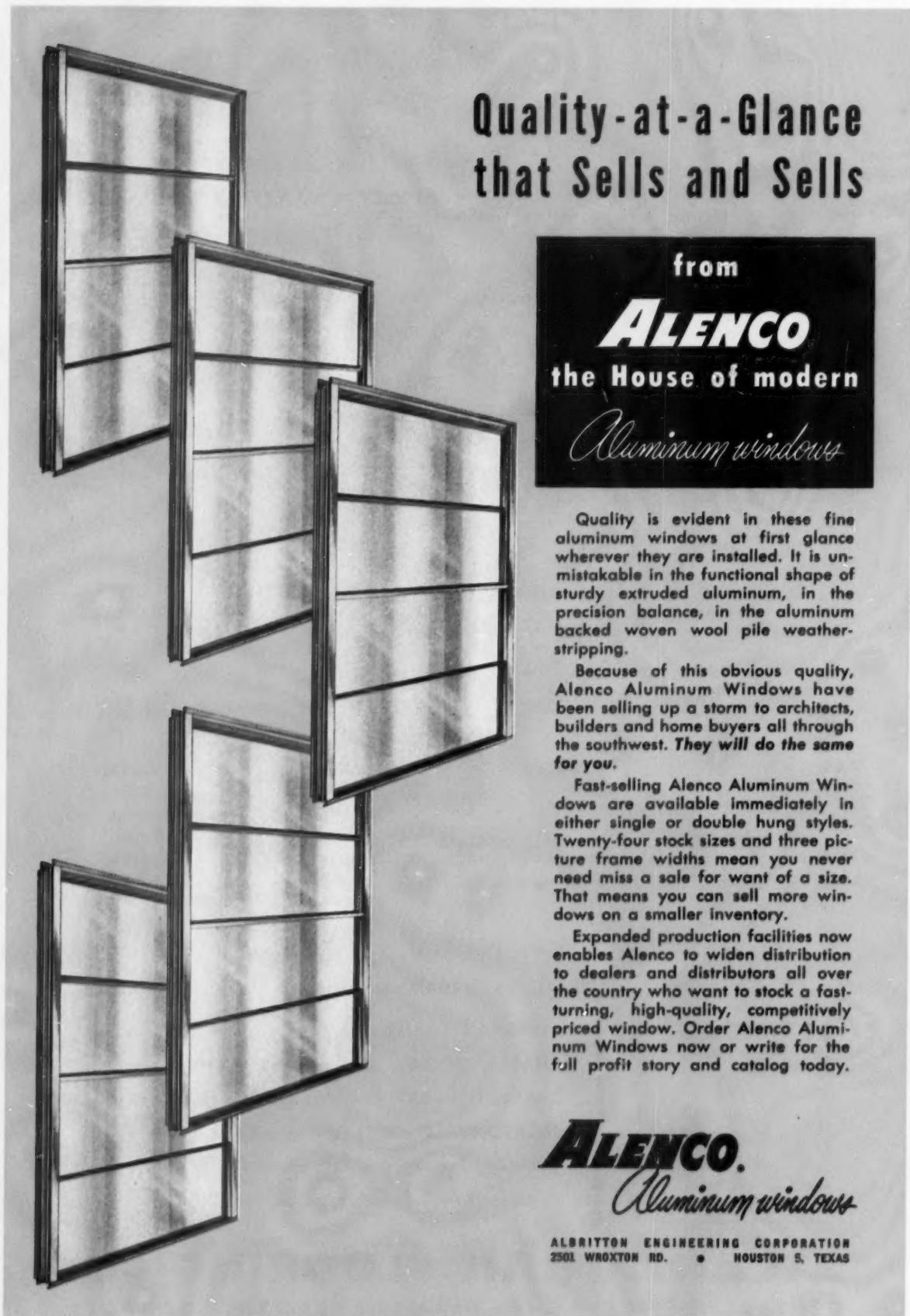
Now SIX distribution warehouses to serve you



- | | |
|-----------|---|
| {

 | ATLANTA — 920 Glenwood Ave., S. E., DI. 1331 |
| | CHATTANOOGA — 801 Bluff Street, 5-4104 |
| | CHARLOTTE — 2121 Thrift Road, ED. 2-4102, 2-4104 |
| | JACKSONVILLE — 3511 Walnut, 6-4834 |
| | TAMPA — 2nd Ave. and 14th Street, 4-4139 |
| | MIAMI — 294 N. E. 67th, 89-7860, 78-6900 |

ATLANTA OAK FLOORING CO.
GENERAL OFFICES AND PLANT—ATLANTA, GEORGIA



Quality-at-a-Glance that Sells and Sells

from
ALENCO
the House of modern
Aluminum windows

Quality is evident in these fine aluminum windows at first glance wherever they are installed. It is unmistakable in the functional shape of sturdy extruded aluminum, in the precision balance, in the aluminum backed woven wool pile weatherstripping.

Because of this obvious quality, Alenco Aluminum Windows have been selling up a storm to architects, builders and home buyers all through the southwest. **They will do the same for you.**

Fast-selling Alenco Aluminum Windows are available immediately in either single or double hung styles. Twenty-four stock sizes and three picture frame widths mean you never need miss a sale for want of a size. That means you can sell more windows on a smaller inventory.

Expanded production facilities now enables Alenco to widen distribution to dealers and distributors all over the country who want to stock a fast-turning, high-quality, competitively priced window. Order Alenco Aluminum Windows now or write for the full profit story and catalog today.

ALENCO.
Aluminum windows

ALBRITTON ENGINEERING CORPORATION
2501 WROXTON RD. • HOUSTON 5, TEXAS

torium in Cleveland, Ohio, October 11-14. They came together to exchange ideas and to pick up new ideas from industry leaders and manufacturers.

The 183 individual exhibits in the large building showed dealers the latest and best in material handling equipment and in windows, doors, hardware, roofing, and all other kinds of building materials. One hundred and one of the exhibitors were new; they had not participated in the 1954 exposition in New York City.

Going to and from the exhibits and clinics, the dealers and their parties paused in the N.R.L.D.A. Theme Center where photo-murals of 290 of the most modern building supply stores and lumber yards were on display. The South and Southwest were well-represented in this pictorial display of modern building supply yards.

So they could gather ideas from several of the six dealer clinics simultaneously, many dealers had with them in Cleveland several key employees.

These clinics included: materials handling; component construction techniques; developing the farm market; modern store layout and display; mortgage money, consumer

credit and installment selling; and correlating advertising to sales.

Largest, longest, and most popular of the exposition clinics was that on materials handling. With Chicago's John Moeling and Cleveland's Thomas Dougherty as co-chairmen, this clinic provided the largest array yet of material handling equipment in action.

Experienced personnel of material manufacturers and distributors and of equipment manufacturers explained and demonstrated the merits of the major makes of fork-lift trucks. They were used to unload actual bulk-headed flat cars of dimension lumber and boards and gypsum board; box cars of long gypsum boards and lath, oak flooring, plywood, hardboard, and asphalt roofing. Fork-lift attachments and order assembly were demonstrated. So were the loading of yard and delivery trucks and the strapping and wrapping of materials for outside storage.

The use of delivery trucks with split roller and half-cab bodies were shown, and also a delivery truck dumping a load by roll-off method. In forum discussions, experts explained and illustrated trends in warehouse design and construction, selection of materials handling

equipment, yard and warehouse layouts, and efficient order scheduling for material handling and delivery.

A novel exhibit and demonstration was that of a typical portable ready-mix concrete plant and truck mixers by the Concrete Transport Mixer Co.

In the component clinic, sponsored jointly by the Lumber Dealers Research Council and contributing manufacturers, the pre-cutting and pre-assembly of wall and floor panels, roof trusses, and interior partitions was demonstrated with two full-size house sections. J. T. Lendrum, director of the Small Homes Council at the University of Illinois, introduced the new fabricating system for interior partitions.

Ways to capture more farm business were presented to dealers in the farm market clinic. Ohio State University's R. C. Miller said that "better homes are necessary to keep children on farms." He urged the sale of good quality building materials and construction plans to farmers "because their building investment is so substantial."

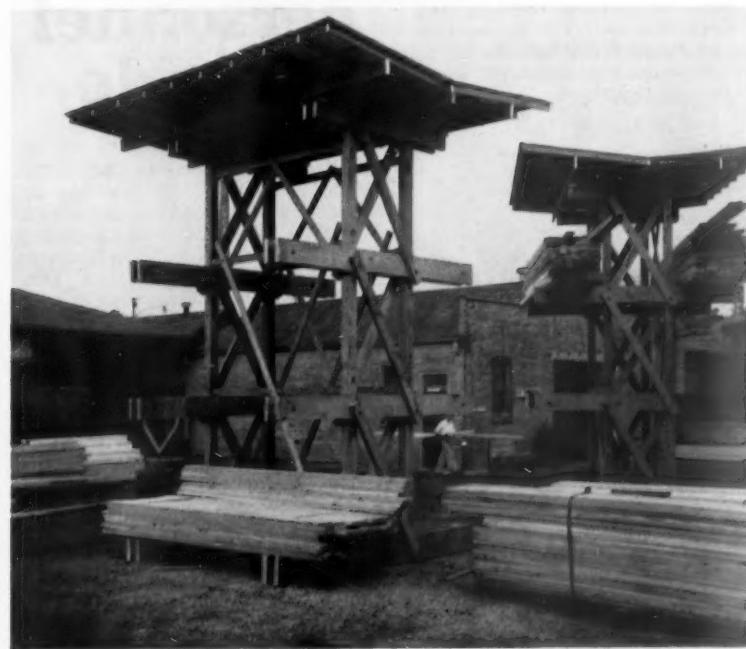
Tom Hope, retail advertising and merchandising manager for the Long-Bell Lumber Co., reported how his firm's yards make more farm building sales by offering farmers free copies of building plans designed for local needs by state agricultural colleges. He said his firm profitably invested 1.5 per cent of sales volume on advertising and promotion, through year-round use of newspaper advertising, six direct-mail promotions a year in the spring and fall, and a few radio spots and specialty advertising.

Al Quinn, advertising director, Wm. Cameron and Co., Waco, Tex., added the testimony of his line-yard firm in behalf of "Advertising That Tells and Sells." Other experts covered the promotion of treated wood sales, economy of pole buildings, and "What Farm Families Want in Their Homes."

Modern, successful trends in store and showroom layout and use of display fixtures were explained by staff editors of *American Lumberman* and *Building Supply News* in the clinic on "Modern Store Layout and Display."

U. S. Plywood Corp.'s Richard J. Brown, Easi-Bild's Don Brann, and Lucas Paint Co.'s H. F. Lee explained effective displays and seasonal selling strategy.

William Hillwig and Herbert Saltzer, Pennsylvania merchandising consultants, recommended built-in displays of major building products and dealer concentration on packaged selling. Hillwig said that with a good program of such "home service," the dealer could obtain full mark-up on materials, a 15-percent mark-up on the selected contractor's labor contract, and could control the sale through handling



An innovation in materials handling that was demonstrated at the materials handling clinic during the N.R.L.D.A. Building Products Exposition in Cleveland was the "tree" type of lumber handling and storage rack seen here. It saves time and handling costs in the assembling of delivery orders by fork-lift trucks in crowded yards between truck deliveries. The lumber storage rack was engineered by the Timber Engineering Co. and built by Rileco Laminated Products, Inc. Teco design No. 665 provides specification data and material lists for six sizes of the racks on which to place lumber from 8 to 24 feet in length.

the installment or sale paper. He said satisfied customers would recommend new prospects.

He also recommended the equipping—with power and hand tools—and operation of a free hobby shop by dealers gunning for Do-It-Yourself business. He said the sale of materials to the hobbyists and tools—along with other sales prompted by their coming to the store “to hobby”—made this a profitable project for a dealer.

How dealers can assist improvement and new-home prospects with their financing was covered in the mortgage money and installment selling clinic.

Case histories of successful dealer enterprise in securing adequate mortgage and installment contract funds were presented in the financing clinic. With Elias Nuttle of Denton, Md., as moderator, FHA and commercial finance officials explained the filing, processing, and completion of loans. P. J. Goodnight of Dallas explained how Texas dealers set up their own Lumbermen's Investment Corp. to obtain Titles I and II mortgage funds readily.

In the clinic on correlating advertising to sales, top media experts explained market research and response to advertising in newspapers, radio, and television.

Social highlight of the convention-exposition week was the NRLDA banquet on Thursday in the Cleveland Public Auditorium in honor of the 75th (jubilee) anniversary of the Ohio Assn. of Retail Lumber Dealers, which had merged its an-

nual convention with the national event. Dr. Norman Vincent Peale, noted New York clergyman, columnist, author, and television personality, delivered the inspirational address of the evening. Stanley Horn, editor of *Southern Lumberman*, served as toastmaster. Guests of honor from Ohio were the state's oldest lumber dealer, lumber firm, the company representing the most generations of the same family, and the firm with the longest membership in the Ohio association.

Heating, Cooling Costs Challenged by Tests

A two-year test program has been launched by the Owens-Corning Fiberglas Corp. to determine whether the average size home anywhere in the nation can be heated and cooled for an average of \$10 a month.

The Fiberglas firm will select five or six homes in each of 20 cities for the low-cost comfort test. These houses will range in price from \$10,000 to \$25,000, and in air-conditioned floor area from 900 to 1,500 square feet. They will be heated and cooled by gas, electricity, gas, oil, or combinations of these.

Meetings have been scheduled throughout the nation in October and November for the purpose of outlining the program. Attending the meetings are builders, representatives of utility firms, and other persons connected with air-conditioning and heating industries.



ROBERT W. LENSKI has been appointed advertising director for the Southern Pine Assn. In addition to directing SPA's national advertising campaign, Lenski will be available to assist with existing regional and local programs. He formerly was advertising manager for a radio firm and is a 1949 graduate of the University of Michigan.

personnel parade

Rockwell Manufacturing Co. . . . The Delta Power Tool Division has announced two new district sales managers for Southern areas, according to Thomas C. Mortimer, Southern regional sales manager. U. E. (Ed) McCARTY, north Texas district sales manager for the past three years, now heads a district including most of Georgia, the Carolinas, eastern Alabama, and eastern Tennessee, with headquarters in Atlanta, Ga. He succeeded Howard L. Rose, who recently retired. JOHN M. BRANNON JR. replaced McCarty as north Texas district sales manager.

Mastic Tile Corp. of America . . . This major producer of resilient tile flooring has announced the appointment of JOHN W. CHURCH as vice-president in charge of research and development. Before joining this New York firm, Church was president of the Church Chemical Co. at Pittsburgh for seven years.

Johns-Manville Corp. . . . C. GEORGE DANDROW has been appointed to the newly-created position of vice-president for customer relations. He has been general sales manager of the recently-split industrial products division and continues as a vice-

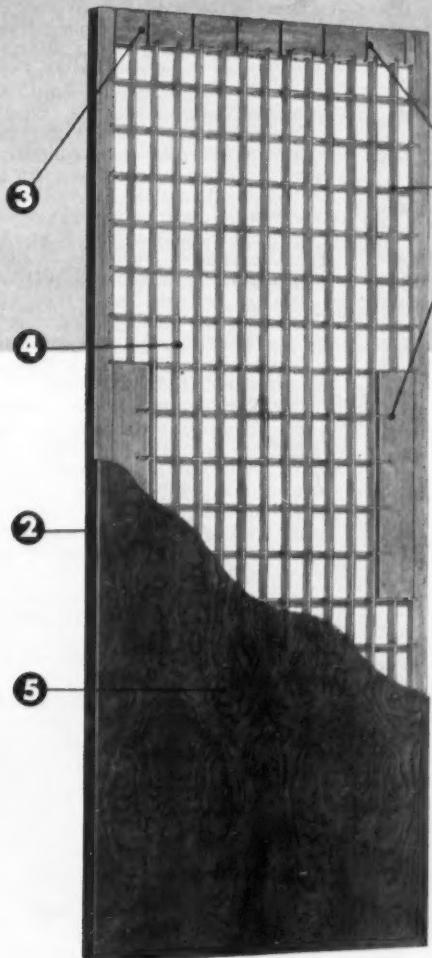


BUILDING INDUSTRY HAILS "10-MILLIONTH HOME"

This split-level house in Landon Village, Md., was selected by the Home Builders Assn. of Metropolitan Washington as the symbolic 10-millionth home built in the United States since World War II. The industry is pointing up the fact that the house has the interior spaciousness usually found only in houses costing \$30,000 or more, although this one can easily be offered for much less. Helping to cut costs on this house was the clear-span roof construction, using wood frame Teco trussed rafters developed by the Timber Engineering Co., the wood industries' research organization.



here's the **ONE** door you can **ALWAYS**
count on for **QUALITY** and **SERVICE!**



PAINÉ
REZO
T. M. REGISTERED
all-wood grid core
FLUSH DOORS

America's Finest

only REZO offers all these selling features:

- 1 Nominal width of rails: $2\frac{1}{4}$ ". Extra width top and bottom rails can be furnished for special hardware. Width of stiles: $1\frac{1}{4}$ ". Lock area on both sides: $4\frac{1}{4}$ " wide (incl. stile) and 20" long on doors 6'8" and under; over 6'8" length varies proportionately providing ample space for any type of lock hardware.
- 2 Standard door thickness: $1\frac{1}{4}$ " or $1\frac{1}{2}$ ". Matching vertical edge strips can be furnished when specified. After trimming, stiles are sanded and the edges eased.
- 3 Vent grooves in top and bottom rails permit air circulation to equalize moisture content of door rapidly under conditions of changing humidity and temperature.
- 4 All-wood grid core: $2" \times 4"$ air cells of finely machined soft-wood with interlocking construction for strength and rigidity; notched for air circulation. Hand assembled for precision fit.
- 5 Core mesh overlaid with hand matched, custom-made plywood panels on both sides. Face veneer may be of any commercially available specie and is stroke sanded to cabinetmaker's finish.

Paine REZO Flush Doors are custom-built to rigid standards for quality, workmanship and inspection. Unequalled for lightness . . . strength . . . service . . . and low cost! Satisfaction guaranteed when given proper care.



Paine REZO Doors
are light weight —
easy for one man
to handle!

Over 7,000,000
installations
since 1935

PAINÉ
LUMBER COMPANY, LTD.
ESTABLISHED 1853 • OSHKOSH, WIS.

president of the Johns-Manville Sales Corp.

Burgess Vibrocrafters, Inc. . . . FRANK DE NEVEU is now sales manager for the company's Nu-Enamel division. His offices are in the new Burgess building at Grayslake, Ill.

American Forest Products Industries . . . JOHN C. WITHERSPOON has been appointed forester for this sponsor of the national Tree Farm program. He will assist with the general administration of AFPI's forestry education and forest industry public relations program.

Philip Carey Manufacturing Co. . . . This Cincinnati, Ohio, firm has appointed C. J. BAINUM as manager of the St. Louis and Southwest districts. He will also take an active part in the development of the Carey plant at Houston, Tex. Bainum joined Carey in 1941.

Meissner Heads S. E. Andersen Window Sales



HAROLD C. MEISSNER, above, is the new Southeastern regional sales manager for the Andersen Corp., Bayport, Minn., manufacturers of a complete line of quality wood window units.

From 502 Barbizon Tower, 34 Lombardy Way, N. E., Meissner will manage Andersen windowwall sales by seven salesmen in 14 states. He has been with the Andersen firm for 19 years — and in its sales department since 1948. After six years as a field salesman he was appointed sales training manager last year.

The Andersen sales representative for Georgia and Alabama now is Gerald Meissner. He formerly serviced Andersen accounts in Louisiana, Mississippi, and Alabama from Jack-



THOMAS O. McCULLOUGH has been appointed general sales manager of the CorruLux division of the L-O-F Glass Fibers Co. He will supervise the division's national sales organization and handle relationships with distributors and dealers in the building products and allied fields. His headquarters are at Houston, Tex.

son, Miss. He now resides in Atlanta. These personnel changes were largely brought about by the opening of the new warehouse branch of the Huttig Sash and Door Co. in Atlanta. Huttig wholesales Andersen window units from all 12 of its Southern and Southwestern branch warehouses.

BRI Names New Members, New BRAB Officers

Harold D. Hauf has been appointed to the Building Research Advisory Board for the term ending June 30. He is head of the department of architecture at Rensselaer Polytechnic Institute, Troy, N. Y.

A. N. Frederickson, vice-president of the Weyerhaeuser Sales Co., was named BRAB vice-chairman.

In addition to Hauf and Frederickson, new members appointed to the executive committee include Edmund Claxton, president of the Building Research Institute; Mason C. Pritchard; Charles H. Topping; Ralph Walker, and B. L. Wood.

Six new members of the Building Research Institute also were announced recently. They include the Lathing Foundation of Chicago, Parents magazine, Reynolds Metals Co., Seaporcet Metals, Inc., Sany-metal Products Co., Inc., and Visking Corp., Plastics Division.

Christmas Kit for More Plywood Sales

The Douglas Fir Plywood Assn. has announced a new 1955 Christmas merchandising package for retail lumber dealers. It is free—and easy to use.

Behind it DFPA is throwing the weight of a national advertising program that ought to herd thousands of customers into retail lumber yards looking for plans and plywood. A series of two ads in national mass-circulation magazines reaching 30,580,000 homes is scheduled.

These magazines include *Saturday Evening Post*, *American Home*, *House and Garden*, *Living*, *Woman's Day*, *Sunset*, *Popular Science*, *Popular Mechanics*, and other home and homecraft publications.

The dealer's tie-in kit this year will have plans, a window banner, a merchandising manual, ad mats and radio spots. Plans include 100 folders carrying Do-It-Yourself plans for 12 Christmas decorations, toys, and gift items. In addition, there are 10 copies of a popular train table plan.

Dealers can get their free merchandising kit through their regular fir plywood distributors or jobbers, or by writing to Douglas Fir Plywood Association, Tacoma 2, Wash.

The first series of magazine ads urges the do-it-yourselfer to make Christmas decorations and toys with fir plywood and invites him into his local retail lumber yard for plans and materials. The second series is built around an effective theme designed to keep Do-It-Yourself plywood sales moving after Christmas. The message—if you're giving hubby power tools for Christmas, here's a handsome stocking gift.

The ads offer a collection of plan books and folder with plans for 33 projects worth \$1.60—all for 50 cents. The ads tell consumers to write direct to DFPA for the package, eliminating the necessity of big plan stocks by dealers.

Creel Named President of Miami Window Corp.

Joe Creel, Miami, Fla., attorney, is new president of the Miami Window Corp.

Other officers elected at a recent directors' meeting are Vice-Presidents W. C. McCabe, S. J. Drummond, and L. B. Priester Jr.; Secretary Sidney G. Kusworm Jr., and Treasurer C. J. Lenehan.

A long-time director of the firm, Creel paid tribute to the preceding management, under whose guidance last year the firm acquired as subsidiaries the Miami Window Corp. of Mississippi, Meridian; Miami Window Corp. of Ohio, Columbus, and Florida Extrusions, Hollywood.

**You'll save a lot of storage space...
boost profits too...with**

KEYSTONE TENSION SCREENS

EVEN WITH ONE EYE CLOSED you can see that Keystone Tension Screens take only a fraction of the storage space used by ordinary screens. Besides that, Keystone Tensions do away with costly labor charges. Like other merchandise, they come to you complete... ready to sell at a standard mark-up. Profitable business is assured.

Keystone Tension Screens are all-aluminum... don't rust or stain the woodwork... last far longer... cost less than old-fashioned screens... never have to be painted... save time, bother and expense in every way.

For top sales and profits, write us for all the facts about Keystones.



ONLY KEYSTONE TENSION SCREENS HAVE ALL THESE ADVANTAGES:



One screw in upper blind stop holds each removable top bracket.



Only two small, neat, permanent brackets are located on the sill.



Tension catch on sill securely adjusts Keystone Screen with turn of knob.



Free-floating sill bar readily adjusts screen to off-level or uneven sill.



Flat wire 5-strand selvage assures strong vertical edges.

KEYSTONE

WIRE CLOTH COMPANY

Hanover, Pa. • Fostoria, Ohio

Springtite Screen Co. Moves to Larger Plant

The Springtite Screen Manufacturing Co., Inc., Atlanta, Ga., has moved into a new plant at 485 Stephens Street, S. W.

The 12,000-square-foot plant puts production of both tension and frame screens under roof and has enabled Springtite to more than triple production, according to J. H. McElroy, vice-president and sales manager. New machines and employees were added to handle the increased output.

Springtite introduced its aluminum tension screen last spring, and its popularity made the expansion necessary. The firm's newest product is an aluminum frame screen.

First Utah Tree Farm Pushes Total to 791

When 2,960 acres of forest land, owned by rancher Sid Pace, was recently officially certified by the Western Pine Assn., it became the first Tree Farm in the state of Utah.

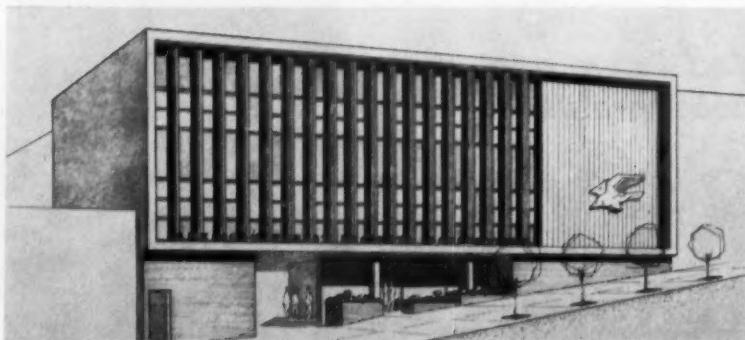
In the big, 12-state Western Pine region, Pace's Tree Farm brought the total of all Western Pine Tree Farms to 791 covering 5,804,208 acres.

To become a certified Tree Farm, a forested area must be in private ownership. Beyond that, its owner must dedicate it to the continuous growing of forest crops.



HAROLD J. KOLENSKI has been elected a director and vice-president in charge of sales for the Mastro Plastics Corp., New York City. Kolenski joined the company in 1954 and as sales manager was responsible for developing national distribution of the company's extensive line of Tri-Bond plastic wall and acoustic ceiling tile.

NEW HOME FOR TARTER, WEBSTER, JOHNSON



Climaxing a period of significant expansion, Tarter, Webster and Johnson and its parent firm, the American Forest Products Corp., have started a new building for sales and executive offices in San Francisco, a block from the bay. The \$450,000 building is slated for completion early next year. The building will itself be a showcase for Tarter, Webster and Johnson's products, being constructed largely of woods produced by the firm's mills, including Ponderosa pine, sugar pine, cedar, and redwood. The directors' room will feature a table and paneling of giant Sequoia redwood from a tree more than 2,000 years old.

Form Dexter Industries

Dexter Industries, Inc., is the new corporate name of the National Brass Co., Grand Rapids, Mich., manufacturer of locks and builders hardware.

The three divisions of the parent corporation are Dexter Lock Division, which makes locks and builders hardware; Dexter Products Division, producer of automatic screw machine products, and Dexter International Division, which supervises the firm's foreign licensees in Canada, Mexico, Australia, and Italy.

Atlas Plywood Names Five Vice-Presidents

Directors of the Atlas Plywood Corp. have announced the appointment of five new vice-presidents.

Senior vice-president in charge of operations for the Boston, Mass., plywood firm is Frank W. Harney, who joined Atlas in 1940 as general plant manager and became a vice-president in 1951.

Charles V. Molesworth was elected senior vice-president of Plywood Inc., a partially-owned subsidiary now being merged with the parent firm.

Douglas M. Cowie is now vice-president in charge of manufacturing, responsible for production of the network of more than 25 manufacturing plants.

New vice-president in charge of sales is Bert Cole, former Eastern

regional vice-president of Servel.

Stanley R. Venne, former sales vice-president, is now in charge of timber and lands.

Clark Opens Agency

E. J. (Red) Clark, former Eastern sales manager of the Gate City Sash and Door Co., has become manufacturer's representative for that wood and aluminum awning window producer in the state of Florida and fringe areas of south Alabama and south Georgia. His firm name is Edgar J. Clark, Inc. Headquarters are at 2002 West Indian Head Drive in Tallahassee, Fla.

Before joining the Gate City firm two years ago, Clark had served as manager of an Indiana lumber yard and was connected with the Aluminum Co. of America. He said he would add another major line soon to present to architects, builders, and dealers.

New Milcor Branch

The opening of a new district sales office in Dallas, Tex., has been announced by the Inland Steel Products Co., Milwaukee, Wis., makers of the Milcor line of steel building products.

The new office is located in the Brown Building, 5523 Dyer Street.

Robert E. Goodacre, who formerly covered the Texas sales territory from the company's Kansas City branch, has been named manager of the Dallas office. He has been with Inland Steel since 1935.

Donley

metal parts
for successful fireplaces

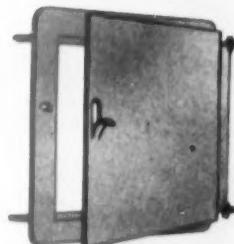
Feature products
of the month

Donley fireplace parts, when installed according to manufacturer's plans, assure successful fireplaces, customer satisfaction and dealer profit.

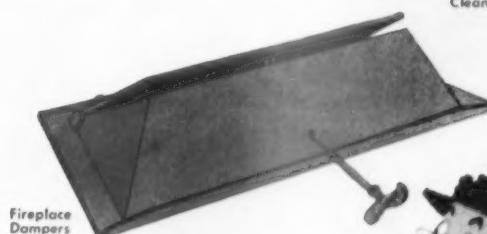
DAMPERS are supplied for fireplaces with openings from 2 to 8 feet in width. Made of cast-iron and rust-resistant steel, they provide efficient draft control and assure smokeless fires. ASH DUMPS are supplied in a range of sizes. Securely locked in frame and pivoted off center, these doors can be opened and closed with a poker. ASHPIT and FLUE CLEANOUT DOORS are supplied in cast-iron and $\frac{1}{8}$ -inch rust-resistant steel. They are available in a wide range of sizes.



Ash Dumps

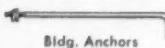


Ashpit and Flue
Cleanout Doors



Fireplace
Dampers

SOME OTHER DONLEY PRODUCTS TO SELL



Bldg. Anchors



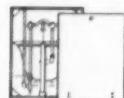
Mortar Tubs



Mortar Boxes



Brick Clamps



Access Doors



Area
Gratings



Heat Savers



Joist Hangers



Laundry
Chute Doors

Write today for full
information and learn
how you can profit
by selling Donley
quality products.

"SUPERMARKET SHOPPING" AT DONLEY SAVES YOU MONEY

THE **Donley** BROTHERS COMPANY
13905 Miles Avenue • Cleveland 5, Ohio

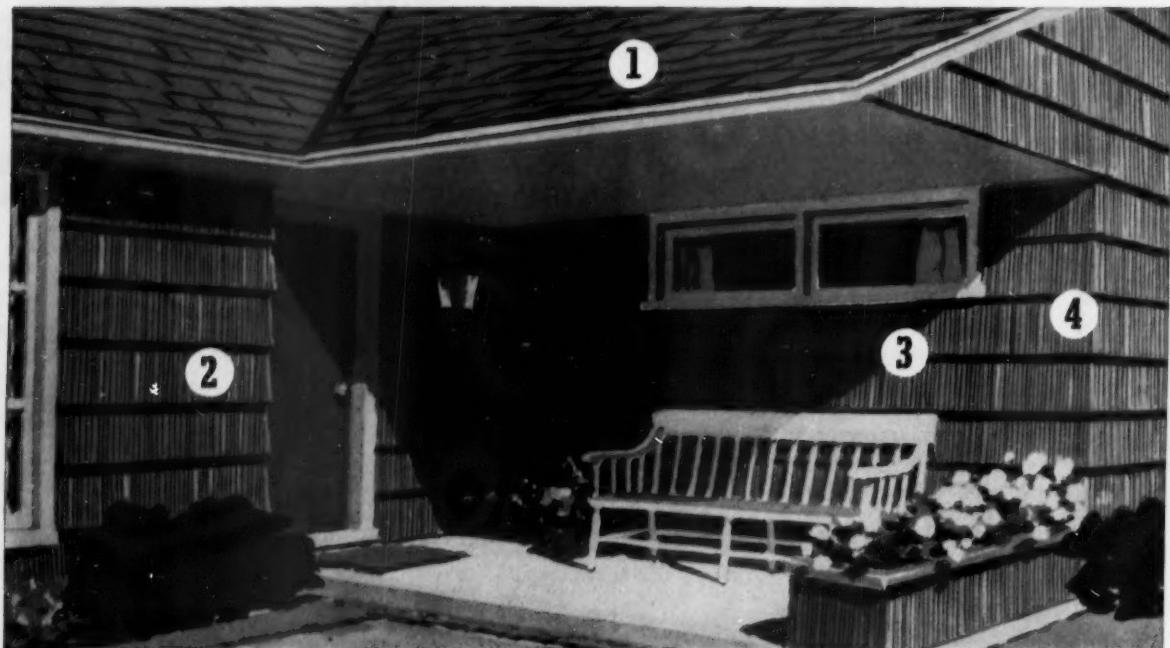
6128-DB



CAPTURE COLOR-CONSCIOUS CUSTOMERS WITH

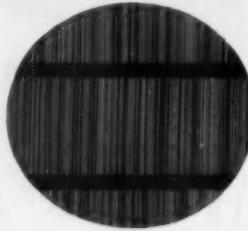
Shakertown

CEDAR SHINGLE AND SHAKE PRODUCTS



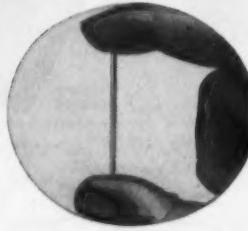
1 ROOF SHINGLES

Smooth surfaced cedar shingles, factory-stained in 12 beautiful Shakertown colors. New improved stains add durability. Ideal for remodeling, new construction.



2 SIDEWALL SHAKES

Famous Shakertowns, factory-stained and applied in double courses to create shadow lines. Available in Shakertown GLUMAC Units — save 70% on application costs.



3 COLORED NAILS

Included in Shakertown Sidewall and GLUMAC cartons, colored to match the shingle stain. Save time — produce a better finished job. No additional cost.



4 JIFFY CORNERS

Eliminate fitting of shingle corners. Striated surface matches grooved shakes. Available in all Shakertown colors, or unpainted. Drilled nail holes. Galvanized steel.

IF YOU are not now selling these recognized Sales-makers, call your nearby Shakertown Distributor today. Consult the Yellow Pages . . . or write The Perma Products Co., 20310 Kinsman Road, Cleveland 22, Ohio.

first name in cedar shakes

Shakertown



East side, West side -- all around Atlanta

NEW YARDS ARE REALLY 'SHOW PLACES'



Top photo shows the recently-opened Pattillo Lumber Company, which plans to use the super-market advertising method of writing on the front display windows. For the opening, the top glass panel which will serve this purpose, told of free prizes. New Anderson-McGriff plant features a drive-in window, partly shown in photos at right and above.

© Typical of the expanding markets for building materials in the South is the metropolitan Atlanta, Georgia, area — which is growing in all directions at once.

Keeping pace with Atlanta's expansion are the two new plants shown on these three pages.

The Anderson-McGriff Lumber Company combined its lumber yard with its hardware and building material store in a new location. This modern plant is in the northwest section of Atlanta.

The Pattillo Lumber Co. was opened recently on the east side of an Atlanta suburb, Decatur, to meet a need in this section for a full-line building supply source.

In addition to carrying well-advertised brands of "everything to build anything," both of these progressive firms planned their stores to appeal to a full range of customers, from the large contractor to a housewife who wants a small paint brush.



West Side:

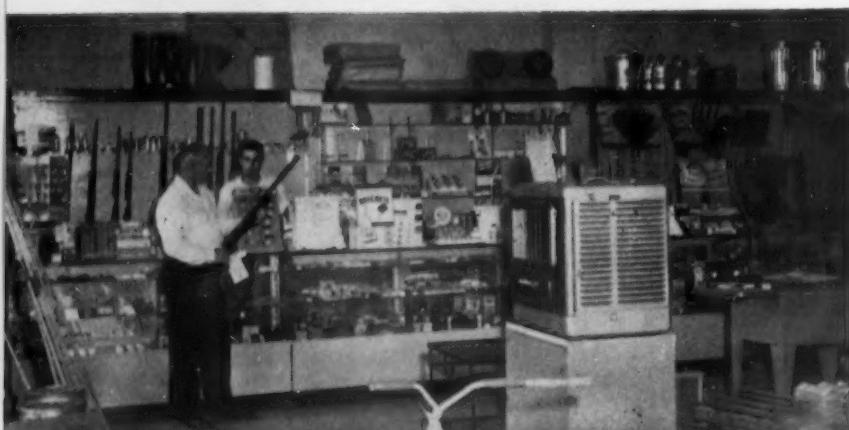
ANDERSON-McGRIFF LUMBER CO.



All three colors in the Youngstown steel kitchen line are shown in the model kitchen of the Anderson-McGrieff Lumber Co. The company stocks a wide selection of light fixtures, and a small part of the fixture display is seen in the foreground of the photo above.



A glassed-in section of the display building serves as office space, permitting company personnel to see the sales floor. Manager Don Maffett, seated in photo at left, can see both counter and display area. Offices also serve as display for some 16 different wood panelings. Various finishes also are demonstrated. The sales counter, above, made of wire-brushed wood paneling in light green, has sold this wood for several jobs already. Six styles and sizes of acoustical ceiling tile are used on the ceiling.



The Anderson-McGrieff Lumber Co. handles an extensive line of sporting goods, including hunting and fishing equipment and anything a camper could want. This display of sporting goods and garden tools lines all of one side wall. Small windows above displays around store let in natural light without interfering with stock. Glass across front of building is slanted inward to avoid reflection.

East Side:

PATTILLO LUMBER CO.

Pegboard is used frequently for the neat displays in the 4,800-square-foot Pattillo display room and office. F. J. May, president and general manager, seen in coat at right, says the company's wide assortment of hand tools attracts floor traffic. Note light bulb display.



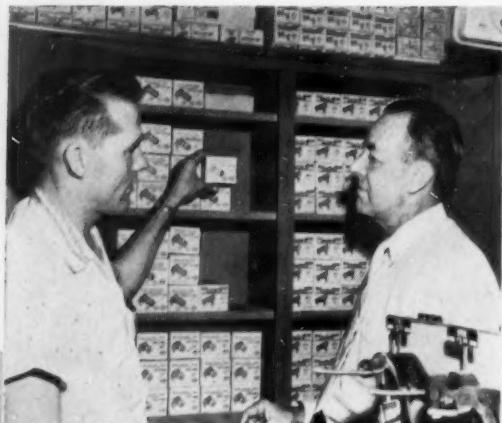
The display room of the Pattillo Lumber Co. features many items in use that home-owners already are starting to copy. Typical is a door painted pink, brown, and cream, seen in photo at left. Salesmen are quick to show other panel and paint combinations for greater home individuality. Jack May shows door, while J. W. (Red) Smith demonstrates an EZ-Way stairway. New building is made of concrete block, veneered with brick. Ceiling consists of exposed 4"x8" pine beams and white pre-finished insulating roof deck, now popular in modern architecture. Behind the display and office building is a warehouse, which backs up to a railroad siding. Yellow fence features company name in bold letters. The Pattillo firm held "open house" October 7-8, attracting much local attention with its offer of materials for a 1,000-square-foot ranch home as the grand prize, to be awarded November 19. Both Pattillo and Anderson-McGriff firms have a front and a side door to display rooms.

Since the Pattillo firm is located not far from residential areas, garden tools are attracting women into the store. Salesman Dick Hay in background makes a sale, while another customer helps herself to free literature. This Pegboard display is typical of those that are conveniently planned so that merchandise can be changed seasonally. Sales counter and office area are at extreme right in photo, giving personnel clear view of show room. Customers entering front door pass by counter, are greeted by personnel.



For service and profit —

HARDWARE and PAINT



The builders hardware department of the Oldham Lumber Company is seen at left. Samples are mounted on the doors to the storage cabinets for customer selection. Stocks are kept neatly in cabinets by Charles Fletcher, seen above at left with Dealer "Windy" Oldham. The well-stocked — and displayed — paint department is partially shown below.

After 31 years in the lumber business with only token inventories in builders hardware and paint, the Oldham Lumber Company in Dallas, Texas, installed complete stocks of both lines and now realizes a four-time annual turnover with gross profit of approximately \$1,000 per month.

This business is accomplished from 800 square feet of floor space, but drop-in and Do-It-Yourself trade is negligible since the company is not appropriately located for such traffic.

Paint and hardware sales averaging \$3,600 a month (figured at cost prices) are largely to contractors with whom the company works regularly. Total inventory in both items ranges between \$14,000 and \$15,000, also figured at cost.

Winfield Oldham, who succeeded his father, W. O. Oldham, as president of the firm, points out that such sales to regular contractor customers is not a mere matter of taking orders.

"Our business in builders hardware and paint was built by keeping in constant touch with our

regular customers," he explained. "You have to keep selling, even to that class of customers. It is easy enough for a contractor to stray away and fill his needs from another source."

"We avoid applying high pressure, but we do give them a

thorough selling. And one of our principal sales arguments is that we do have a complete and adequate stock and our prices are right."

Charles Fletcher, manager of the department, does all of the buying (See PAINT, HARDWARE page 101)





Santa Claus parade provides *GOOD-WILL at LOW COST*

• Does your town have an annual Santa Claus Parade?

There is hardly a community of any size in the nation that has not adopted this custom of welcoming Santa Claus a few weeks before Christmas. And the majority of home-owners and prospective buyers of building materials have small fry who have to be taken to see such a parade.

This offers building material dealers an excellent chance to get their company name before a large, selective crowd and to build good-will in the community through cooperation with such a popular project.

Typical of such dealers is W. C. Powell, whose Powell Lumber Company float won first prize in the Overton, Texas, parade last Christmas — and which cost only \$25 and a little ingenuity to prepare. Even if he had not been lucky enough to walk off with the top prize, Powell estimates that the cost and effort would have

been more than worth it — many comments from his customers proved that the publicity was excellent.

Dealers in other towns have used such ideas as tossing off candy from the float, providing a truck for Santa Claus' arrival in town, and even having a Christmas parade end up at the lumber yard for a drawing of prizes.

The theme used by the Powell Lumber Co. was an old one but it was carried out in a manner that had appeal to every age — an important point to remember in thinking up ideas for floats. On the sides of the cab of a company truck were signs with the first lines of the famous Christmas poem, "Twas the night before Christmas . . ."

A Negro "Mammy" was seated under a decorated Christmas tree reading the story to a little boy and girl, dressed for bed in pajamas and nightgown.

A fireplace against the back of the cab of the truck mostly concealed the cab, to give spectators

a view of a "living room." Holly decorated the mantel, and five stockings and socks were hung as if in anticipation of Santa Claus. Holly and pine branches were used to form a decorative border around the edge of the truck bed. The Christmas tree was realistically decorated, with presents beneath it.

The float was decorated by members of the Powell family — Mrs. W. C. Powell Sr., Mrs. W. C. Powell Jr., and Mr. and Mrs. Bo Powell. Each spent about eight hours at the task. Small Clark Powell rode on the float as one of the children hearing the story in front of the fireplace.

Typical of retail lumber dealers throughout the nation who are realizing the good publicity value of participating in Santa Claus parades is W. C. Powell, of the Powell Lumber Company in Overton, Tex. The firm's float, below, took first prize in the parade last Christmas.





MODERN 40' x 50' STORE for only \$9,000

By planning it and supervising the construction and doing much of the work themselves, brothers William T. and Murry L. Stewart have placed into use in Dickson, Tennessee, a modern 2,000-square-foot combination office and store building at a cost of only \$9,000. Yet its completeness and attractiveness will compare favorably with new dealer structures that cost three or four times as much per square foot!

as dealers 'Do It Yourself'

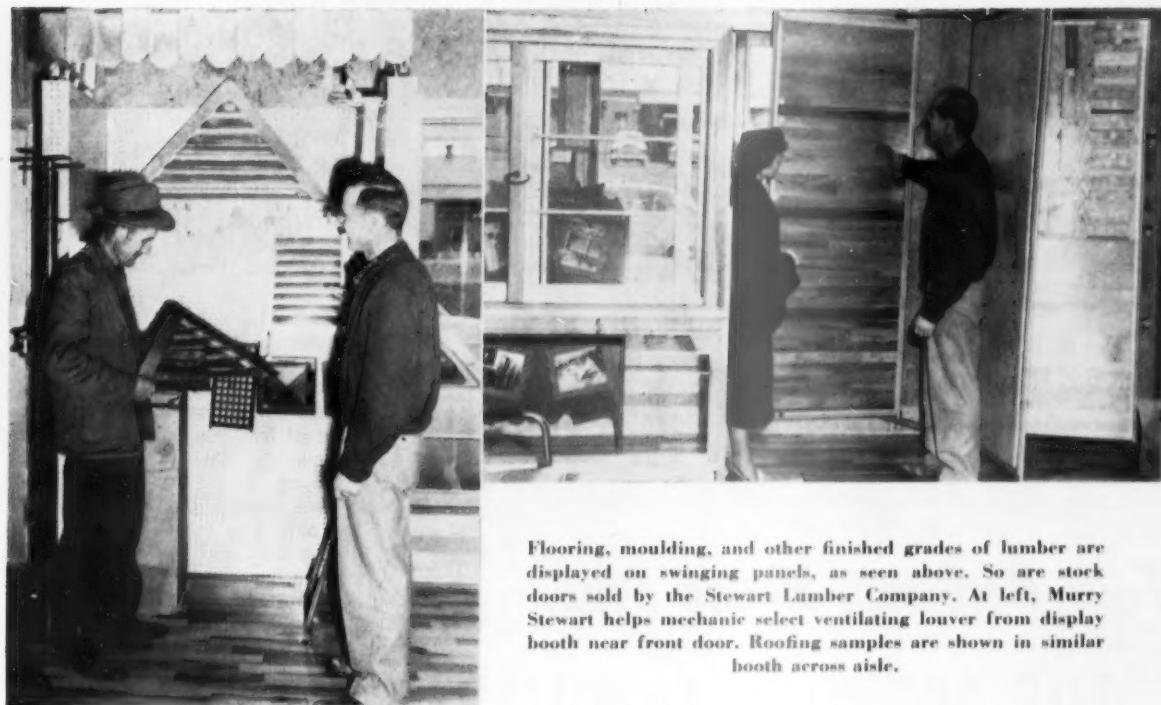
Ever since he attended the 30-day merchandising course at Georgia Tech for dealers in 1950, "Bill" Stewart had been collecting ideas for a modern headquarters for the E. W. Stewart Lumber Company. Last winter he and his brother

rushed the new structure to completion, and showed it off to customers at a gala "open house" on January 15.

Business has been increasing since then. Sales for the first eight months of 1955 exceeded those for



The old and new office-stores of the Stewart Lumber Company in Dickson, Tenn., are seen above. At left, W. T. Stewart shows a modern Heatform fireplace cozily in use, beneath photo of father, E. W. Stewart. The vertical board behind young Stewart displays door hardware. Below, Murry Stewart helps carpenter choose cabinet hardware.



Flooring, moulding, and other finished grades of lumber are displayed on swinging panels, as seen above. So are stock doors sold by the Stewart Lumber Company. At left, Murry Stewart helps mechanic select ventilating louver from display booth near front door. Roofing samples are shown in similar booth across aisle.

that part of '54 by 30 per cent!

The 40x50-foot building is of frame and brick veneer construction. The gables are covered with Shakertown cedar siding. A variety of double-hung, horizontal sliding, and casement wood windows do double duty as demonstrators in the building.

Several kinds of wall paneling permit prospective homebuilders to see in-use results. So do flush, panel, and folding doors — and acoustical ceiling tile. Naturally, several manufacturers generously supplied some of these demonstration samples.

The Stewarts, following the recommendations of SOUTHERN BUILDING SUPPLIES and other trade magazines, make maximum, effective use of attractive displays provided by manufacturers of hand tools, packaged hardware, and other building products.

BETWEEN large paint department and rest-rooms at right side of store, the Stewarts display installed kitchen cabinets, sink, and prefabricated wallpanels. On opposite side of large nail dispenser, in building "L" at back of central offices, window glass and screening get a big play, as picture on cover shows. Modern dispensers permit accurate measurement for fitting.

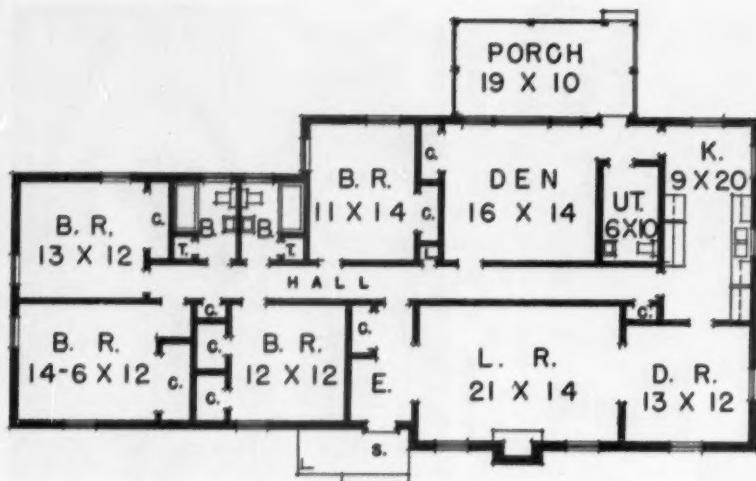
By departmentizing materials and supplies, these progressive dealers give fuller meaning to the slogan of their firm — "All Kinds of Building Material."

The Stewarts made capital use of advertising in introducing their new headquarters at 401 East Broad Street in their town of 3,500 population. They announced the opening in three quarter-page weekly newspaper ads and a full page the week of the Saturday opening. These were supplemented

with five radio spot announcements daily the opening week.

On opening day, two 30-minute live programs were broadcast from the new building. Over 1,000 people visited the new Stewart store for souvenir gifts and a chance at handsome draw prizes. Many of them had never visited the Stewarts before — but most of them have already been back to select some materials or supplies needed to build or maintain their homes and business establishments.





Four-Bedroom House Plan FOR GROWING FAMILIES

• Designed particularly for the large family in the middle-income group, this home provides plenty of space for all the functions of comfortable living.

The four bedrooms, two and one-half baths, spacious den and efficiently-planned kitchen are arranged to promote easy house-keeping, as well as effortless entertaining.

Expensive offsets in the exterior walls have been held to a mini-

mum, with just enough breaks to avoid monotony. The attractive colonial exterior in brick veneer will fit well in nearly any location. The width is 77' 8". Floor space, exclusive of porch and front stoop, is 2,394 square feet.

Facilitating the lightest house-work in this home is the long hall that provides access to any part of the house without going through any other room. The entrance way, which features a coat closet, leads

directly to this hall, so that the living room is by-passed by children headed for the den or bedrooms. Even the kitchen can be reached from the hall, rather than necessarily through the dining room.

Two storage closets open from the hall, one to serve the living-dining area and one for the sleeping area.

A half bath is located in the 6'x10' utility room between kitchen and den, to save the housewife steps. A built-in breakfast nook could be fitted into the rear of the kitchen.

Enlarging the entertaining area in summer is a back porch, which could be enclosed with screens or jalousies.

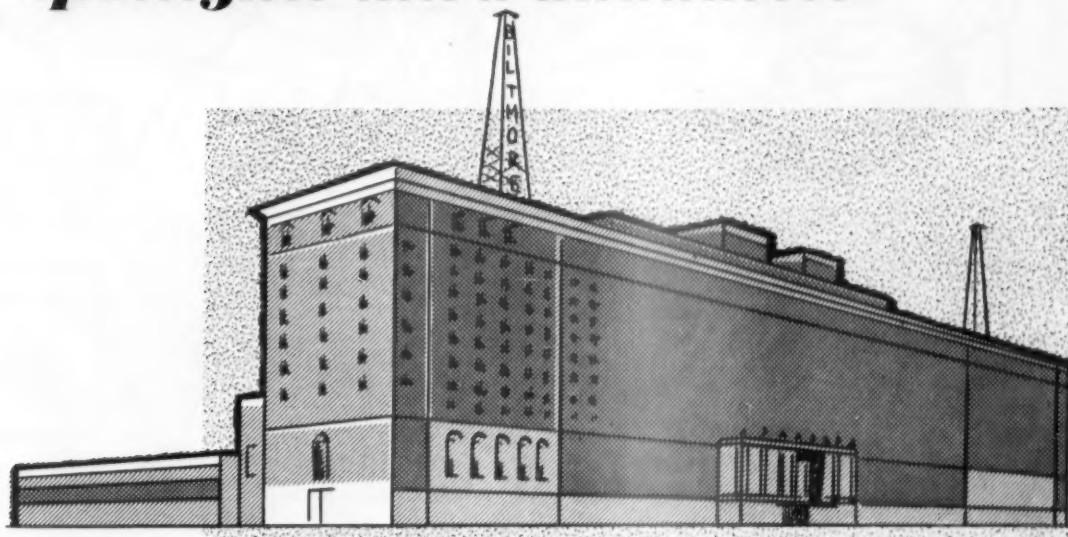
Placed back to back to save plumbing costs are the two full bathrooms. Both open to the hall, to serve any of the four bedrooms.

All bedrooms have spacious closets. The 12' x 12' bedroom features two smaller closets, making it ideal for sharing by two brothers or two sisters. The den also has a closet for storage of games, or for conversion to a fifth bedroom occasionally or permanently.



Southern BUILDING SUPPLIES

spotlights third annual...



SOUTHEASTERN

dealer convention & building material show

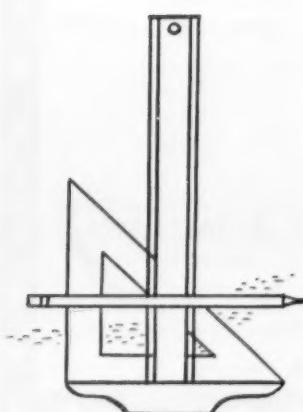
BILTMORE HOTEL • ATLANTA, GA. • NOVEMBER 16-18

Every dealer in the Southeast is invited to attend for timely help from exhibitors and speakers in . . .

"planning for profit"

Sponsored by:

Alabama Building Material Exchange, Florida Lumber and Millwork Association, Building Material Merchants of Georgia and Tennessee Building Material Association.





THAT SOUTHERN ACCENT ON QUALITY AND SERVICE . . .

Sure thing, Rebels, our work is distinguished by a southern accent—"long" (on quality) and "smooth" (on service)!

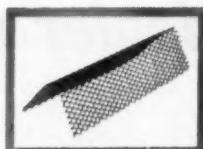
Southern dealers from Virginia to Texas depend on Alabama's quality workmanship and swift service.

Alabama manufactures more than 35 Metal Lath and Accessory Products for superior lathing and plastering. What's more, your customers will like the careful way we package our materials—the lath on sturdy wooden

pallets, if you wish; the accessories in strong wooden crates—both ready to check and store easily and economically.

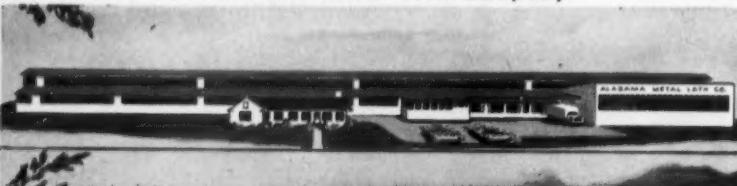
Stock Alabama Metal Lath and Accessories and provide the "Southern comforts" of extra warehouse space and shorter checking time for yourself and an accent on quality for your customers.

Alabama would enjoy serving you. You'll enjoy dealing with Alabama. Let's get together!



**SOLD ONLY
THROUGH DEALERS**

Modern Plant of Alabama Metal Lath Company



ALABAMA METAL LATH CO.

P. O. BOX 992 • BIRMINGHAM, ALABAMA



LOGAN - LONG

... at Tuscaloosa
SERVING THE SOUTH



See our exhibit at
The Southeast Building Material Show, Atlanta
Biltmore Hotel — November 16, 17 and 18
Booth D-7

ASPHALT SHINGLES
BUILT-UP ROOFING PRODUCTS
ASPHALT SIDINGS
ASPHALT PAINTS AND CEMENTS

ASPHALT ROLL ROOFING
BUILDING PAPERS
ASBESTOS SIDINGS

THE LOGAN-LONG COMPANY

Sales Office:
First National Bank Bldg.
Birmingham, Alabama

Factory:
Old Sanders Ferry Road
Tuscaloosa, Alabama



We have a house to put in order...

WE HAVE A HOUSE to put in order . . . and it's the house where America lives.

Of our country's many million homes, more than 1 out of every 10 are out-and-out slums. Nearly one-half of all American dwellings are in poor to "fair" condition, and urgently need basic repairs.

Something *must* be done—both to correct the slums of today and *prevent* the slums of tomorrow.

How do slums start? Usually just one house starts to slide downhill and soon a whole block changes. Pride is lost. Other houses are neglected, decay spreads.

So the 20 million homes in need of basic repair and improvements deserve equal attention. The time to stop the spreading blight of slums is *before it starts*.

What's your stake in stopping slums?

If you think your town is different, just look around you . . . If you think slums only affect persons who live in them, think again.

Slums raise taxes and lower property values of the whole town. They raise rates of crime, delinquency and disease. Everyone has a real stake in stopping slums. And that includes *you as a businessman*.

Your firm is certainly dependent on the welfare of the community where you do business. But it's more than good business—it's good citizenship to take part in efforts aimed at civic improvements. It's the *responsibility* of every business.

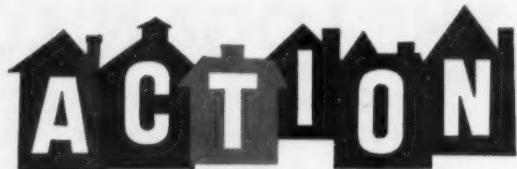
What can your firm do? The answer to America's housing problems starts with individuals. But to roll back slums is such a big job it's going to take more than individual effort. It will need the cooperation of your business and many others.

Some slums should be torn down and a fresh start made. Others can be remodeled and made to conform to better living standards. So it is up to you to support every sound program which seeks adequate housing for all our people.

New help is now available

There is a new national, non-profit organization called A.C.T.I.O.N.—The American Council To Improve Our Neighborhoods—which is designed to help all individuals or groups interested in putting America's house in order.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.



American Council To Improve Our Neighborhoods

The answer to plywood confusion: One quality for every customer

Nearly everyone knows the name "SUPER-Harbord." It's the standard by which other plywoods are judged. One top quality—the SUPER quality—means freedom from the confusion of types and grades, protection against complaints. By selling the most respected name in plywoods, you guarantee *your* reputation. This royal family of plywoods merits its reputation for unmatched quality. Boatbuilders, who put plywood to its most critical test, insist on "SUPER" above all others. Best for building boats—best for building anything! Harbor offers many advantages and aids to dealers. Call the Harbor man for a briefing.

► 3 names, 9 products, 1 quality ...

There's no confusion of grades and types in the royal family of plywoods. The quality that built the name SUPER-Harbord, exists in all these:

SUPER Harbord

All solid core, 100% waterproof,
specially selected veneers,
precision manufactured.

• BOAT PLYWOOD

• SELECT
CABINET PANELS

Harborite

Extremely tough, smooth,
resin-impregnated overlays on
SUPER-Harbord cores.
Perfect paint surface.

• BOAT PLYWOOD

• LAPPED SIDING

• SMOOTH PANELS

• GROOVED
PANELING-SIDING

Harbiwave

Exciting new sculptured plywood
paneling for indoor or outdoor
use. Natural wood beauty
at low cost.

• KNOTTY

• KNOTTY PLANKED

• CLEAR

HARBOR PLYWOOD CORPORATION

ATLANTA

• **LAmar 0215**

1161 RIDGE AVENUE S. W.

JACKSONVILLE

• **ELgin 4-8229**

2355 DENNIS STREET

TAMPA

• **8-1868**

802 NORTH ROME AVE.

► Look at the backing you get:

Along with the prestige of the SUPER-Harbord name, Harbor gives you a dependable source and tangible backing to help make sales.

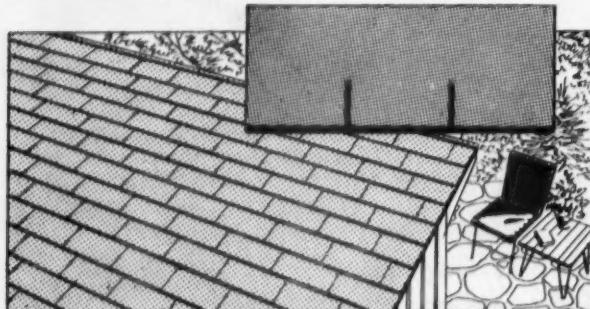
Consistent, believable advertising—directed to builders, sign manufacturers, boatbuilders and other big buyers of plywood. Colorful, informative literature for consumers, specifiers, builders. Plans by the dozen—for everything from boats to smokehouses. Permanent yard signs, descriptive wall hangers and many other dealer aids.

► We'll send a man out... call

**Fast "one source" service from
Carey's big, modern plant in HOUSTON
or warehouse in ATLANTA**

ALWAYS CALL CAREY FOR

Name 'em and Carey has 'em—a *complete* line of quality asphalt building products! And they're ready for *overnight shipment* direct to your door. Carey has production and service facilities to fill your needs—*fast!* One of the largest and newest asphalt roofing machine installations in the country is located at Carey's big Houston plant. From Atlanta, you can order the same top-quality products—a single package or a mixed truckload!



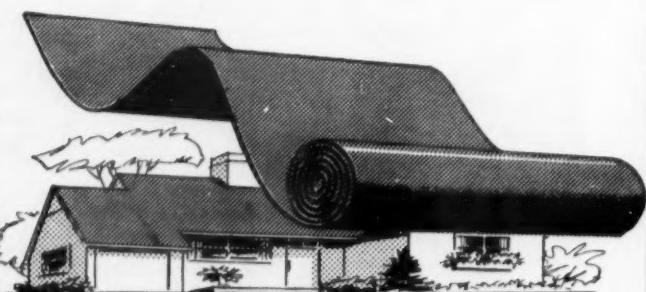
Sales come easy with LASTILE ROLL ROOFING . . . A wide Range for NEW and OLD Roofs.

Builders and applicators like Lastile. They simply roll it on and nail it down! Feature the low-cost way to apply a serviceable new roof covering in a hurry. All Carey Roll Roofings have a high quality fiber base, thoroughly saturated and coated with asphalt—surface-finished with slate granules in a variety of attractive colors. A fast-moving profit line—a type for every purpose!

Stock and sell the *salesational* Carey line . . . brand name products nationally advertised from coast to coast. Shown here are but a few of the profit-builders ready to step up sales for you. So call Carey for everything you need in asphalt! Simply contact your Carey representative. Or, use handy coupon across page for any literature and additional information you need.

Carey THICK-BUTT SHINGLES in popular Sno-Crest Pastel Blends

You can recommend thick, tough, rugged Carey Thick-Butts with plenty of confidence—and get plenty of repeat sales! Sell the ideal shingle for low-cost re-roofing or new construction. Three-shingles-in-one, Thick-Butts go on faster, save the builder time and application costs. Size: 12" x 36". Exposure—5"; headlap—2". In wide range of beautiful new colors: 6 Shado-Line blends, 5 Sno-Crest pastel blends, 3 textured blends, 3 solid colors and white.

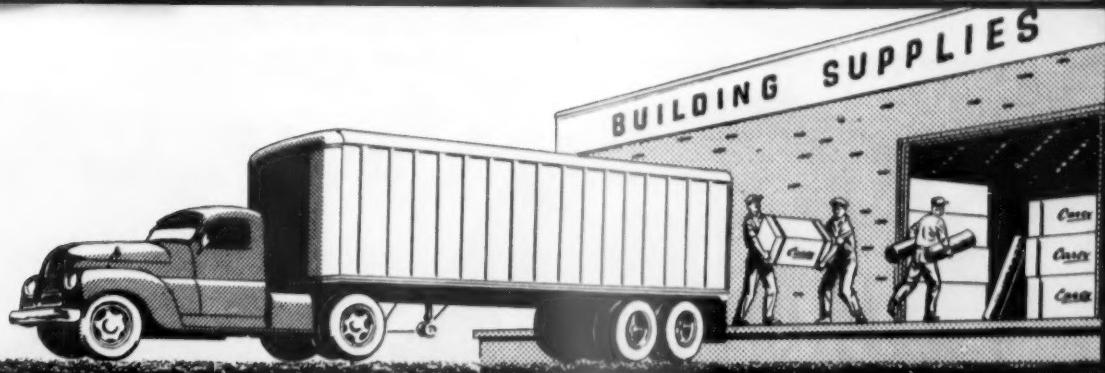


FOR REPEAT SALES Stock and Sell the COMPLETE *Carey* LINE

Quality Carey products, always available when you need them and in *any quantity*, build up your list of satisfied customers. Bring buyers back again and again . . . keep your business growing with the brand customers know—Carey! Stock and sell the complete Carey line. Use coupon for any information or literature you need.

Order Mixed Truckloads of these Outstanding Products

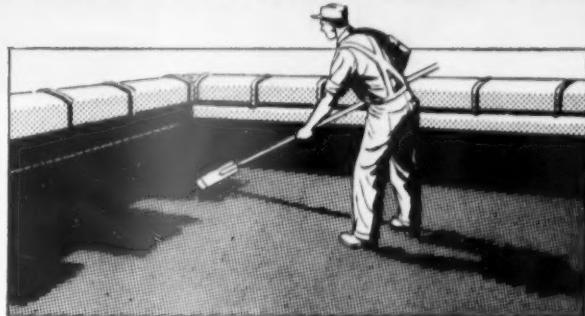
Fire-Chex Asbestos Plastic Shingles • Mica Kote 55 lb. and 65 lb.—Roofing • Feltex Asphalt Saturated Felt • Asphalt Primer • Flashing Cement • Plastic Roof Repair Cement • Emulsified Fibrated Coating • Ready Mixed Floor Mastic • Roof Primer • Bituminous Adhesive.



EVERYTHING IN ASPHALT

Profitable PAINTS, COATINGS and CEMENTS for Roof Maintenance

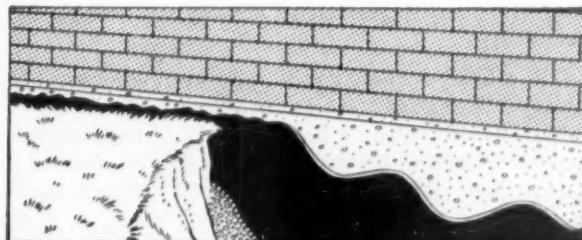
Your market is wide for time-tested Carey products made to meet every roof maintenance need. Among them, a new advancement in roof coatings—Carey FLEXTOP. It won't "alligator," blister, crack, flake or check. One coat covers. Flextop goes on fast, saves application time, cuts maintenance costs, bonds to damp or dry surfaces. And it's non-inflammable!



Other *Carey* Roof Products: Asphalt Saturated Felts • Asphalt Primer • Fiberflex Glass Roof System • Careyclad • Prime-Kote.

4 Big advantages offered by *Carey* dependable overnight service

1. Buy from one source with all its time-saving and money saving advantages.
2. You get immediate service with truckload delivery overnight.
3. Your choice of color blends designed especially for the Southwest.
4. You enjoy more personal service from your experienced Carey representative.



Another sales-builder FOUNDATION COATING (Above and below grade)

Build up the sale! Recommend Carey Foundation Coating, Plasterbond, Mastics for bone-dry basements, walls, foundations. Specially formulated mastic for easy application, lasting protection from moisture. Real money-makers!

Use this handy coupon . . .

Carey

Better Products for
Better Building Since 1873

The Philip Carey Mfg. Company
POST OAK ROAD AND HEMPSTEAD HIGHWAY, HOUSTON, TEXAS - UNDERWOOD 6121
IN ATLANTA, 251 ARMOUR DRIVE, N. E. - ATWOOD 5793

The Philip Carey Mfg. Company Dept. SBS-11
211 East 11th Street, Houston Texas

Please send us, without obligation, literature on the following:
 Thick-Butt Shingles Lastile Roll Roofing Asphalt
 Paints, Coatings & Cements Other
 (please state your needs).

Have your representative call.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



More Sales

In the Challenger Window line there are more than twenty standard sizes and layouts for you to offer your builder-customers. This complete line is made to fill the requirements of every building design, and it's made to sell fast.

Here's why:

SASH Precisely made of seasoned Western Pine that is chemically treated against rot and decay, the Challenger Window is built to last a house-time. Your builder-customers have two standard designs, many sizes from which to choose.

FRAME Kiln-dried and chemically treated against weather damage. Joining and fittings are done accurately by skilled factory workers on assembly line production.

HIGHEST QUALITY of manufacture, the combination of sash balances and weatherstripping all around holds the sash firmly. There are no leaks or rattling. Glazed with the finest glazing compound.



MORE STANDARD
SIZES and
LAYOUTS

JOB READY All Challenger Window Units are delivered to the job complete, with window sash, balances and weatherstripping installed, ready to be slipped into rough openings. Installation is quick, easy. Costs are held to a minimum. These windows are available with rigid frame screens.

LOW COST Challenger Window Units are economical. Quantity buying and manufacture, assembly line production in the factory, plus wide distribution, add up to substantial savings on the cost of these windows. And the quoted price includes everything — there are no extras to sell.

If you are not stocking National's Challenger Windows, it will pay you to investigate today.

Write for complete details and literature



NATIONAL WOODWORKS, INC.

BOX 5416 / 2201 29TH AVENUE, NORTH / BIRMINGHAM 7, ALABAMA

Manufacturers of National Panel Windows and National Ready-Hung Door Units

"Planning for Profit"

PROGRAM for the third annual SOUTHEASTERN Dealer Convention and Building Material Show

Tuesday, November 15, 1955

2:00 P.M. to 8:00 P.M.—Registration of dealers, suppliers, and guests.

Wednesday, November 16, 1955

8:00 A.M. to 6:00 P.M.—Registration of guests, suppliers, and dealers.

9:00 A.M. to 1:30 P.M.—Exhibits open in both the Exhibition Hall and Pompeian Room.

12:00 Noon—Luncheon meeting. Empire Room.

Presiding, Charles W. Peek Jr., president, Building Material Merchants of Georgia

Speaker: Dr. Frank Goodwin, University of Florida

Subject: "Keys to Profitable Sales"

1:30 P.M.—Business session. Georgian Ballroom.

Presiding, D. C. Dawkins Jr., president, Florida Lumber and Millwork Assn.

"Your Associations' Plans for 1956"—H. R. (Cotton) Northup, exec. vice-president, National Retail Lumber Dealers Assn.

"Your Sales Potential in 1956"—Roy Wenzlick, St. Louis real estate analyst and construction forecaster

4:00 P.M. to 7:00 P.M.—Exhibits open in both the Pompeian Room and Exhibition Hall.

7:30 P.M.—Special meeting on Construction Component Techniques. Georgian Ballroom.

Presiding, Charles W. Peek Jr., president, Building Material Merchants of Georgia.

"What Lu-Re-Co Can Do for You"—Raymon Harrell, Director, Lumber Dealers Research Council

Thursday, November 17, 1955

8:00 A.M. to 6:00 P.M.—Registration of dealers, suppliers, and guests.

9:00 A.M. to 1:30 P.M.—Exhibits open in both the Pompeian Room and Exhibition Hall.

1:30 P.M.—Business session. Georgian Ballroom.

Presiding, James Grayson, president, Alabama Building Material Exchange

"Homes 'Round the World"—color photo presentation by W. Wadsworth Wood, publisher, *Small Homes Guide* and *Home Modernizing*

"More Profits through Better Merchandising"—Robert A. Jones, exec. vice-president, Middle Atlantic Lumbermen's Assn., and Arthur A. Hood, editor, *American Lumberman*, in demonstration of tested ideas for more sales

4:00 to 7:00 P.M.—Exhibits open in both the Exhibition Hall and the Pompeian Room.

7:30 P.M. to 12—Buffet dinner. Gala floor show. Dancing. Georgian Ballroom.

Friday, November 18, 1955

9:00 A.M. to 12 Noon—Exhibit halls open.

10:00 A.M.—Business session. Georgian Ballroom.

Presiding, Abner U. Taylor, president, Tennessee Building Material Assn.

"Extra Cash from Do-It-Yourself Business"—Dillard Munford, president, Munford Do-It-Yourself Stores in Southeastern states

"The Answer to the Distribution Problem"—Findley M. Torrence, secretary, Ohio Assn. of Retail Lumber Dealers, and retailer

"Home Improvement Is Dealer Business"—Robert L. Wright, field service manager, ACTION—American Council to Improve Our Neighborhoods

ADJOURNMENT.

FOR THE LADIES—A special program of entertainment has been planned for ladies attending this Southeastern Dealer Convention and Building Material Show. See schedule of events on page 54.

**WOODCO greets the
Southeastern Building
Material Show**

More and more, the home-buyer today is looking at windows. He seeks performance, quality and style all through the house. WOODCO E-ZEE Loc Wood Awning Windows suit his point-of-view.

from any point of view...

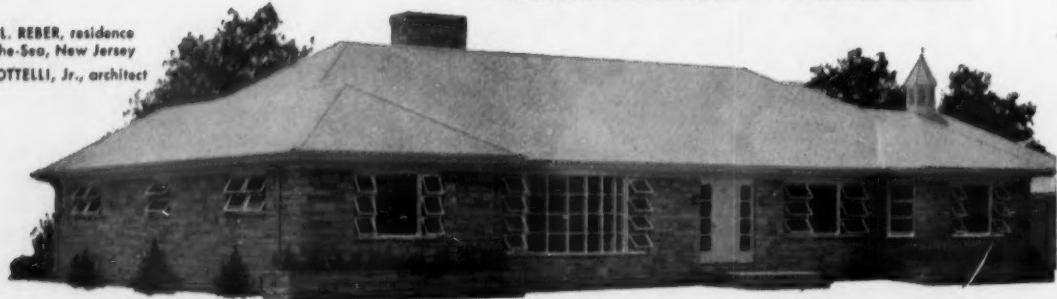
Then there's *your* point-of-view as directly related to customer satisfaction. **YOU PROFIT** most by selling the **BEST . . . WOODCO E-ZEE Loc Wood Awning Windows . . .** from *every* point-of-view.



STANLEY L. REBER, residence
Avon-by-the-Sea, New Jersey
ROMOLO BOTTELLI, Jr., architect

CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:

- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED



for the Beautiful point-of-view...

Sold exclusively through
the lumber dealer. For the
name of the nearest
WOODCO distributor write to

WOODCO CORPORATION

Formerly General Woodcraft Co., Inc.

North Bergen, N. J.

Branches: Schenectady 3, N. Y.; Lowell, Mass. • Factories: Miami 47, Fla.; Randolph, Wisc.

WHO'S WHO on Southeastern program



ROBERT A. JONES

ROBERT A. JONES, executive vice-president of the Middle Atlantic Lumbermen's Assn. and editor of *Plan* magazine, Philadelphia, will moderate a workshop on "More Profits through Better Merchandising" at the Thursday afternoon business session. Assisted by Arthur A. Hood, editor of *American Lumberman* magazine, he will demonstrate tested ideas that can be adapted to your business.



DILLARD MUNFORD

ROY WENZLICK is head of Roy Wenzlick and Co., St. Louis economists, appraisers, and counselors. He is author of "The Coming Boom in Real Estate," issued in 1936, and publisher of the *Real Estate Analyst*. A graduate of Princeton University and St. Louis University, he has been described by *Time* magazine as "the housebuilding industry's top economist."

At the Wednesday afternoon session of the Southeastern convention, Wenzlick will analyze the construction outlook. His topic will be "Your Sales Potential in 1956."



ROY WENZLICK

DILLARD MUNFORD is president of the Munford Co. and Munford Do-It-Yourself Stores, Inc., in Atlanta, Ga. The Munford firm manufactures rockwool insulation, contracts floor covering and insulation jobs, and distributes building products. Munford Stores, Inc., operate a chain of Do-It-Yourself Stores in Georgia, South Carolina, Tennessee, and Virginia.

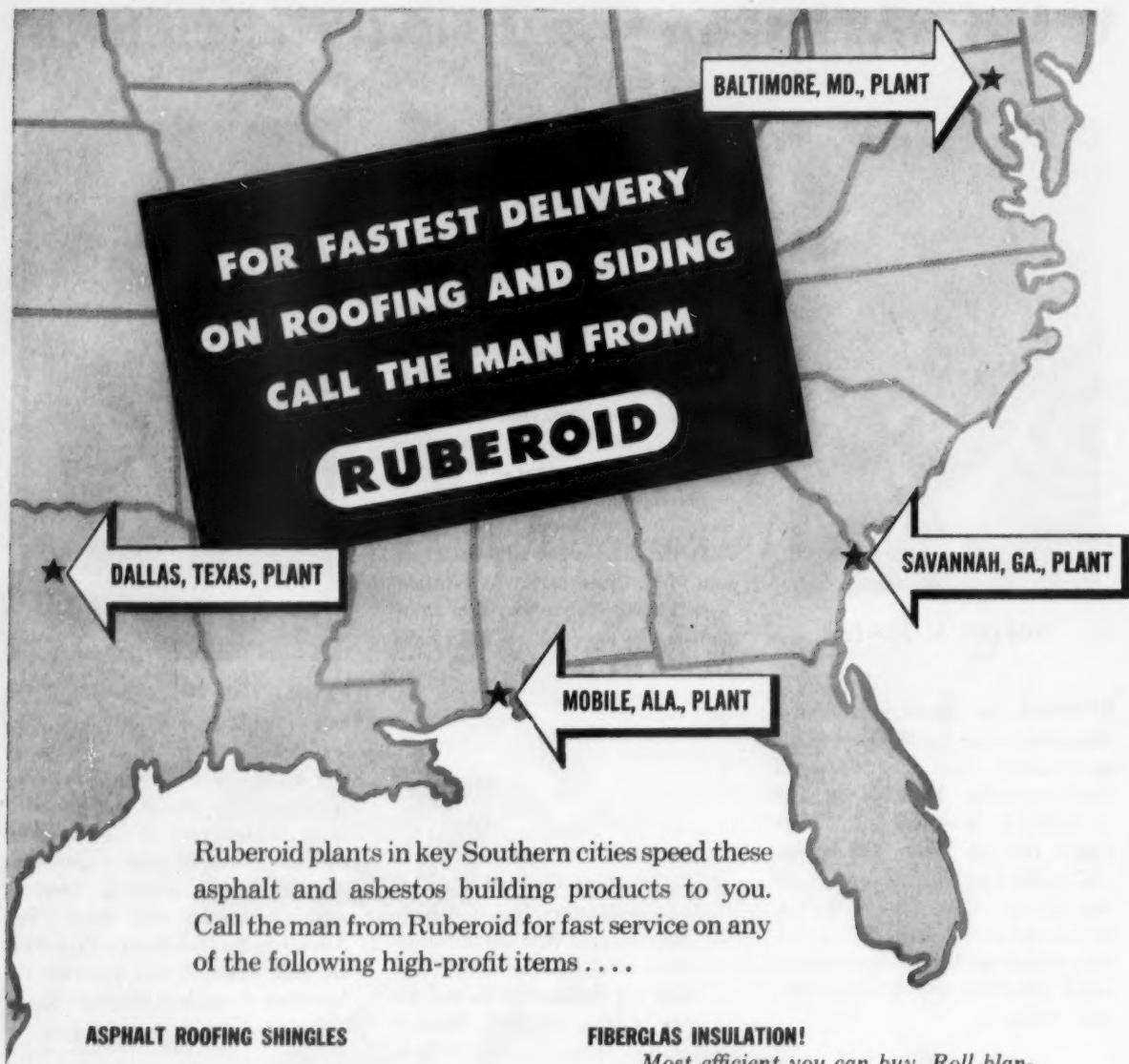
Munford is a director of the National Assn. of Manufacturers and a member of the Young Presidents' Club. This club is a national organization of men who are presidents before age 40 of companies that have an annual sales volume of \$1 million and 100 employees.

At the Friday morning business session, Munford will tell dealers how to make "Extra Cash from Do-It-Yourself Business."

FINDLEY M. TORRENCE is secretary of the Ohio Assn. of Retail Lumber Dealers and editor of the magazine *Wood Construction and Building Materialist*. He also is operator of a retail lumber yard in Zenia, Ohio, with more than 25 years' experience. At the Friday morning business session, Torrence will detail "The Answer to the Distribution Problem." He will examine and evaluate the functions of retailers, wholesalers, and manufacturers.



FINDLEY M. TORRENCE



Ruberoid plants in key Southern cities speed these asphalt and asbestos building products to you. Call the man from Ruberoid for fast service on any of the following high-profit items . . .

ASPHALT ROOFING SHINGLES

LOK-TAB SHINGLES!

Hurricane-proof! Hidden tabs lock on bottom!

TITE-ON SHINGLES

The original interlocking shingle! Single and double coverage.

SUBURBAN SHINGLES

Extra heavy asphalt shingles with built-in shadow line.

THICK BUTTS

Economical yet long-lasting. Range of attractive colors.

FIBERGLAS INSULATION!

Most efficient you can buy. Roll blankets, batts and pouring wool.

COLOR-GRAINED ASBESTOS CEMENT SIDING

Striated color lines add depth . . . Duroc finish seals against weather.

AMERICAN THATCH ASBESTOS ROOF SHINGLES

Thatch styling, color-grained texture! Combines fire protection and economy.

DOUBLE-COVERAGE ROLL-ROOFING

Fully coated sanded selvage edge. Hot or cold built up applications.

STONEWALL BOARD

Asbestos-cement building board. Score or snap to speed work. No painting!

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

DR. FRANK GOODWIN is professor of marketing at the University of Florida and a graduate of Vanderbilt University, Peabody College, and the University of Pennsylvania. Since 1947 he has taught courses in sales and sales management, and has appeared on convention programs throughout the East. At the luncheon session of the Southeastern convention Wednesday, Goodwin will explain the "Keys to Profitable Sales."



FRANK GOODWIN



H. R. NORTHUP

H. R. NORTHUP, better known as "Cotton," is executive vice-president of the National Retail Lumber Dealers Assn. He is a veteran Washington trade-association executive, representing lumber dealers on many government-industry committees. He is treasurer of the American Council to Improve Our Neighborhoods, Inc. At the Wednesday afternoon business session, Northup will describe "Your Associations' Plans for 1956" and cover both state and national group plans.



W. WADSWORTH WOOD

RAYMON H. HARRELL is research director of the Lumber Dealers Research Council, Washington, D. C. As assistant professor of the Small Homes Council at the University of Illinois he previously did much of the research on the Lu-Re-Co system of panelized house construction. At a special session Wednesday night, Harrell will explain and demonstrate "What Lu-Re-Co Can Do for You."



RAYMON H. HARRELL

ROBERT L. WRIGHT is field service manager for ACTION—American Council to Improve Our Neighborhoods, Inc., New York City. An experienced construction engineer, he formerly served with the Fritz Burns Organization in California housing development. Wright will speak at the Friday morning session on "Home Improvement Is Dealer Business." He will discuss national plans for "Operation Home Improvement."

AMERICA'S
*Most
Versatile*
LINE
OF QUALITY WINDOWS

VENT-A-WALL: A new type functional window unit saves construction time, reduces breakage and makes painting easier because the sash is completely removable from the frame. Available in many types — open-out awning, open-in or hopper style and as upright casements. Units may be grouped in various heights and widths, used in ribbons, or combined with picture windows.

LIF-T-LOX R·O·W window sash lifts out entirely and can be raised or lowered by easy finger pressure. No tapes to unhook, nothing to adjust. LIF-T-LOX R·O·W windows are beautifully balanced and free of attachments to the sash.

R·O·W HIGH LITES are architecturally perfect for the popular modern home design. HIGH-LITES also lift out from the inside for easy washing, painting or glazing. They provide maximum light and ventilation and make available additional wall area for furniture placement.

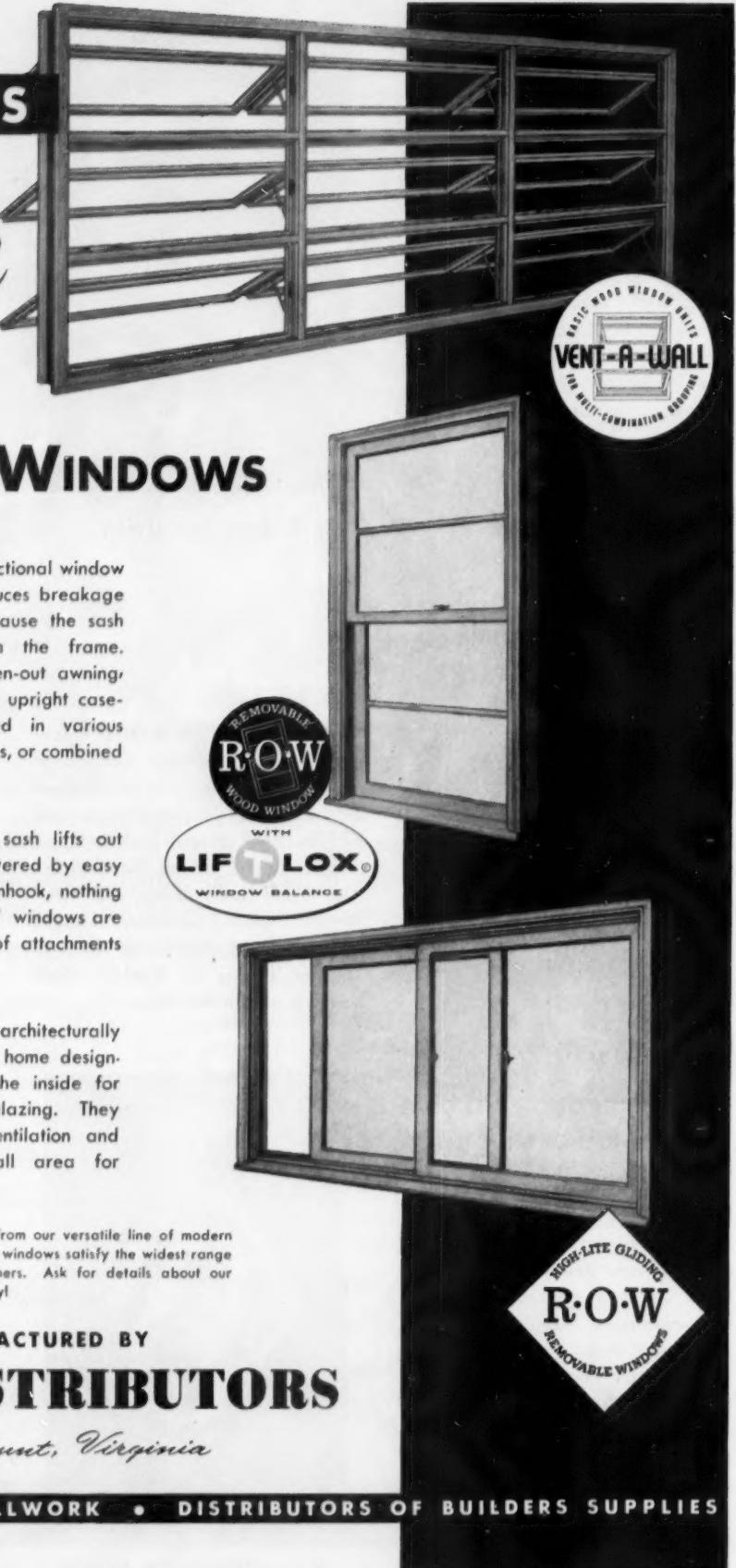
R. O. W. dealers benefit from our versatile line of modern window units because these windows satisfy the widest range of home builders and owners. Ask for details about our merchandising plan — today!

MANUFACTURED BY

R·O·W DISTRIBUTORS

Rocky Mount, Virginia

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES



Who's Who Among the Exhibitors

VISIT EVERY EXHIBIT in the Exhibition Hall and Pompeian Room

At the Southeastern Building Material Show this year you will see the latest building materials and newest uses and display ideas. One manufacturer will even demonstrate the weaving of aluminum screen wire on a loom for tension and frame window screens!

(Note: All exhibit booths whose numbers begin with P are located in the Pompeian Room. All others are located in the Exhibition Hall. See Floor Plan maps on page 53 for location of booths in both halls.)

Exhibitors	Booth Space
ADDISON-RUDESAL, INC., Atlanta, Ga.	E-5
Personnel: T. E. Addison Jr., E. B. Addison, Ed Copeland, George Hull, Pete Tucker, Hal Drake, Luther Davenport, J. M. Rudesal Jr., Roy Head	
ALABAMA METAL LATH CO., Birmingham, Ala.	P-17
Personnel: Charlie Webb, Bob Shook, John Steiner, Mitt Chandler	
AMERICAN CABINET HARDWARE CORP., Atlanta, Ga.	C-10, 11
Personnel: A. E. Anthony, George K. Taylor	
AMERICAN SISALKRAFT CORP., Atlanta, Ga.	P-11
Personnel: Byron K. Fitzgerald, Jerry Pearce, H. L. Willard	
AMERICAN STA-DRI CO., Brentwood, Md.	A-15
Personnel: H. B. Huffman, Joseph Foran, Charles A. Berry	
AMERICAN ZINC INSTITUTE, Lafayette, Ind.	F-11
Personnel: Leland E. Bradley, Wayne A. Maley, James L. Willman	
ANDERSEN CORP., Bayport, Minn.	C-7, 8
Personnel: Harold Meissner, Jerry Meissner, Roger Dahl	
PAUL ARGOE SCREENS, North, S. C.	E-1
Personnel: George L. Argoe, A. L. Argoe, J. W. Spencer	
ARMSTRONG CORK CO., Atlanta, Ga.	D-8
Personnel: R. K. Herring, R. S. D. Cowles, J. H. Emack, J. M. Fowler, L. B. Humes, J. H. McCormack Jr., C. H. Vanwick Jr.	



ARNOLD PRODUCTS SALES CORP., Miami, Fla.	F-6
Personnel: Richard T. Ashbaugh, Anthony Blazejack	
ASSOCIATED DISTRIBUTORS, Atlanta, Ga.	B-6, 7, 8, 9
Personnel: W. D. Hampton, R. W. Norman, D. A. Freeman, H. W. Hitt Jr., R. F. Cockburn, John E. McCurley, Howard L. Ashworth, Thomas M. Carmichael	



BARCLAY MANUFACTURING CO., Atlanta, Ga.	F-12
Personnel: H. DePaul Darrall, Fred C. Straw, John Crist, E. S. Swanson	
BARRETT DIV., ALLIED CHEMICAL & DYE CORP., Chamblee, Ga.	C-9
Personnel: Harry H. Hamilton, W. F. Wilson, G. R. Thomas, G. H. Mohns, C. J. Benson	
BEADEX SALES, INC., Tallahassee, Fla.	F-5
Personnel: Art Dunlap, H. W. Sander-Cederlof	
BECK AND GREGG HARDWARE CO., Atlanta, Ga.	P-5
Personnel: P. F. Kelley, C. N. Landers, A. C. Bradley, Ben Swift, M. T. Dickensen, Cecil Brion	
BIRD AND SON, INC., Atlanta, Ga.	A-13
Personnel: A. K. Powers, J. H. Van Hoy, B. L. Sears, C. J. Dornell, G. A. Sayres	
PHILIP CAREY MANUFACTURING CO., Atlanta, Ga.	F-1
Personnel: J. W. Bartlett Jr., L. G. Baumhauer, M. Brewton, C. M. Callahan, F. W. Camper, H. B. Lake, J. O. McFells, H. W. Ray, R. E. Skinner	
CELOTEX CORP., Atlanta, Ga.	C-1
Personnel: A. L. Dent, J. L. Allegood, C. P. Crosby, George Berry, George Smith, J. M. Brown	
CENTRAL WOODWORK, INC., OF GA., Atlanta, Ga.	A-1, 2, 3
Personnel: R. T. Edwards, Russell Dodson, Neal Patrick, F. C. Proctor, Jack Veatch, Robert Garrett, John Huff, Hewlett Kelly	
CERTAIN-TEED PRODUCTS CORP., Atlanta, Ga.	D-3
Personnel: Bob French, Alex McCaskill, Jack Leathers, Tom Brazzael, Paul Read	
R. G. COFFMAN CO., INC., Orlando, Fla.	E-4
Personnel: C. C. Ottosen, B. D. Ferguson Jr., W. B. Elliott	
COLUMBIA MILLS, INC., Atlanta, Ga.	C-12
Personnel: C. V. Green, M. J. Grayson	
CONSOLIDATED WIRE PRODUCTS CO., Atlanta, Ga.	E-6, 7
Personnel: J. W. Thompson, W. B. Thompson, D. W. Meroney, J. P. Knott, R. F. Hickok	

(Continued on page 49)

In 1955 Weldwood said

stop in soon at your
neighborhood lumber dealer's



145,760,000 times to consumers*
3,734,000 times to builders**

* Saturday Evening Post • American Home • House Beautiful • House & Garden • Better Homes & Gardens • Sunset • Popular Mechanics • Popular Science • Mechanix Illustrated • Small Homes Guide • Home Modernizing

House & Garden's Book of Building • House Beautiful's Maintenance and Building Guide • and others.

** American Builder • House & Home • Practical Builder NAHB Correlator.

ANOTHER REASON WHY IT PAYS YOU TO STOCK



Weldwood®

THE BEST KNOWN NAME IN PLYWOOD

A PRODUCT OF THE UNITED STATES PLYWOOD CORPORATION

Exhibitors**Booth Space**

CRAWFORD DOOR SALES CO., Atlanta, Ga.	P-1	KIMBERLY-CLARK CORP., Atlanta, Ga.	D-9
Personnel: J. R. Bean, Al Weber, Earl Snell, Hoyt Padgett		Personnel: Jack Frost, Bob Nance, Frank Brookes, Joe Bellmore, George DuBois	
DOUGLAS FIR PLYWOOD ASSN., East Point, Ga.	F-7	LEHON CO., Memphis, Tenn.	P-12
Personnel: W. T. Robison, Paul Kay		Personnel: Gordon Ellis, W. C. Roesler, Paul Rhodes, V. W. Borntraeger	
E. I. DU PONT DE NEMOURS & CO., INC., Atlanta, Ga.	B-1	LIBBEY-OWENS-FORD GLASS CO., Atlanta, Ga.	A-8, 9
Personnel: C. P. Culp, R. J. Nast, W. J. Roleder, V. D. Caldwell, T. S. Godson		Personnel: Russell F. Snyder, J. S. Watson, A. A. Kutsche, B. D. Henry, W. R. Butler	
DURAFLEX CO., Miami, Fla.	P-3	LOGAN CO., Louisville, Ky.	P-15
Personnel: George W. Cornell, Ray Mees		Personnel: Robert E. Noland, Frank Rudd, Eugene Cannon, C. W. Brown	
DURALL PRODUCTS CO., York, Pa.	E-9	LOGAN-LONG CO., Birmingham, Ala.	P-15
Personnel: H. L. Clark, A. L. Smith, E. E. Hove, R. J. Wall		Personnel: L. M. Butsch, Paul Logan, Herb Iverson, Norman Wilde, J. W. Butsch	
ENCYCLOPEDIA BRITANNICA, Atlanta, Ga.	P-13	MARSH WALL PRODUCTS, INC., Atlanta, Ga.	G-2
Personnel: O. C. Bode, Mrs. O. C. Bode		Personnel: D. C. Allison, R. L. Phillips, Glen I. Allgood, D. A. Nixon, S. X. Thomas	
EZ-WAY SALES, INC., Atlanta, Ga.	D-10	MASONITE CORP., Atlanta, Ga.	G-3
Personnel: Warren Bjorkland, George Currie		Personnel: P. A. Sharp, K. C. Kerr	
FLINTKOTE CO., Atlanta, Ga.	A-6, 7	MASTER METAL STRIP SERVICE, INC., Chicago, Ill.	B-2
Personnel: Warren Battle, Fred M. Peteet, Paul L. Honycutt, L. D. Sheridan Jr., C. M. Richardson, Roy C. Carter, F. D. Alderman		Personnel: N. A. Gimbalvo, L. Licalzi, Dan Tucker, F. X. Rowell, George Jenkins	
HANNA PAINT CO., INC., Columbus, Ohio	P-14	MINNESOTA PAINTS, INC., Atlanta, Ga.	P-10
Personnel: John H. Chandler, L. V. Stabler, J. Floyd Pinson		Personnel: R. G. Martin, B. B. Sauer, B. W. Merritt	
HARBOR PLYWOOD CORP., Atlanta, Ga.	E-8	MUNFORD DO-IT-YOURSELF STORES, Atlanta, Ga.	G-1
Personnel: Carl Harbin, E. C. Moore, W. T. Woodham, G. P. Bennett		Personnel: Dillard Munford, Allen A. Spivey, M. H. Claxton	
HUTTIG SASH & DOOR CO., Atlanta, Ga.	E-3	NATIONAL GYPSUM CO., Atlanta, Ga.	A-10
Personnel: Smith Bellsnyder, Bob Nickerson, Roland Clark, Don Minnick, Tom Hopson, Charles M. Huttig Jr., Cal Johnson		Personnel: G. V. Arnold, R. C. Smith, B. A. Brown, A. W. Everett, C. R. Beaty, C. W. Cook, A. H. Stephens	
INDEPENDENT NAIL & PACKING CO., Columbia, S. C.	F-2	NATIONAL LOCK CO., Rockford, Ill.	C-2, 3
Personnel: Ed Proctor		Personnel: J. H. Hoke, Joe Daily, Dick Kuhne	
INDUSTRIAL PRODUCTS CO., INC., Mt. Pleasant, Tenn.	F-8	NATIONAL PLAN SERVICE, INC., Tallahassee, Fla.	Foyer
Personnel: E. E. Hale, Allen Meadors		Personnel: Charles H. Hornbrook	
INFRA INSULATION, INC., Chamblee, Ga.	P-6	NATIONAL WOODWORKS, INC., Birmingham, Ala.	F-14, 15
Personnel: Herbert W. Hatley, J. R. Schwartz, Mrs. J. R. Schwartz, T. J. Black, A. DeMarco, Fred H. Parker		Personnel: Wallace Bromberg, Marty Downs	
INLAND STEEL PRODUCTS CO., Baltimore, Md.	P-19	W. L. O'CALLAGHAN & ASSOCIATES, Austell, Ga.	P-2
Personnel: R. R. Fowler, E. F. Zibell		Personnel: Bill O'Callaghan, Clarence Hill, Jim Lane, Bill Potter, Ted Bowman	
INSULITE DIV., M & O PAPER CO., Minneapolis, Minn.	D-6		
Personnel: F. J. Fitzgerald, W. B. White, B. W. Walters, F. R. Renwick			
JENKINS LUMBER & MANUFACTURING CO., Birmingham, Ala.	P-18		
Personnel: Allen Spearman, N. W. Shannon, M. S. Walters, O. R. Hudson			
JOHNS-MANVILLE SALES CORP., Atlanta, Ga.	B-3		
Personnel: George A. Petters, W. H. Jackson, R. F. Walton, G. L. Forbes, D. H. MacKay			
KEASBEY & MATTISON CO., Atlanta, Ga.	G-4		
Personnel: J. R. Cade, E. T. Chamblee, A. J. Hedrick, J. R. Vaughan, C. E. Webb, J. F. Gorman			
KIMBERLY-CLARK CORP., Atlanta, Ga.	D-9		
Personnel: Jack Frost, Bob Nance, Frank Brookes, Joe Bellmore, George DuBois			
LEHON CO., Memphis, Tenn.	P-12		
Personnel: Gordon Ellis, W. C. Roesler, Paul Rhodes, V. W. Borntraeger			
LIBBEY-OWENS-FORD GLASS CO., Atlanta, Ga.	A-8, 9		
Personnel: Russell F. Snyder, J. S. Watson, A. A. Kutsche, B. D. Henry, W. R. Butler			
LOGAN CO., Louisville, Ky.	P-15		
Personnel: Robert E. Noland, Frank Rudd, Eugene Cannon, C. W. Brown			
LOGAN-LONG CO., Birmingham, Ala.	P-15		
Personnel: L. M. Butsch, Paul Logan, Herb Iverson, Norman Wilde, J. W. Butsch			
MARSH WALL PRODUCTS, INC., Atlanta, Ga.	G-2		
Personnel: D. C. Allison, R. L. Phillips, Glen I. Allgood, D. A. Nixon, S. X. Thomas			
MASONITE CORP., Atlanta, Ga.	G-3		
Personnel: P. A. Sharp, K. C. Kerr			
MASTER METAL STRIP SERVICE, INC., Chicago, Ill.	B-2		
Personnel: N. A. Gimbalvo, L. Licalzi, Dan Tucker, F. X. Rowell, George Jenkins			
MINNESOTA PAINTS, INC., Atlanta, Ga.	P-10		
Personnel: R. G. Martin, B. B. Sauer, B. W. Merritt			
MUNFORD DO-IT-YOURSELF STORES, Atlanta, Ga.	G-1		
Personnel: Dillard Munford, Allen A. Spivey, M. H. Claxton			
NATIONAL GYPSUM CO., Atlanta, Ga.	A-10		
Personnel: G. V. Arnold, R. C. Smith, B. A. Brown, A. W. Everett, C. R. Beaty, C. W. Cook, A. H. Stephens			
NATIONAL LOCK CO., Rockford, Ill.	C-2, 3		
Personnel: J. H. Hoke, Joe Daily, Dick Kuhne			
NATIONAL PLAN SERVICE, INC., Tallahassee, Fla.	Foyer		
Personnel: Charles H. Hornbrook			
NATIONAL WOODWORKS, INC., Birmingham, Ala.	F-14, 15		
Personnel: Wallace Bromberg, Marty Downs			
W. L. O'CALLAGHAN & ASSOCIATES, Austell, Ga.	P-2		
Personnel: Bill O'Callaghan, Clarence Hill, Jim Lane, Bill Potter, Ted Bowman			



PANELBOARD MANUFACTURING CO., INC., Englewood, N. J.	E-2
Personnel: I. R. Bennett, David Kee	
PENN-AKRON HARDWARE CORP., Memphis, Tenn.	F-9, 10
Personnel: Paul Robin, Paul Bowen, J. McLemore, C. J. McAvoy	
R. O. W. DISTRIBUTORS, Rocky Mount, Va.	B-5
Personnel: Pat Ellis, Sonny Vaughn, Darwin Vaughn	
RANDALL BROTHERS, Atlanta, Ga.	C-5
Personnel: C. M. Parker, J. H. Williamson, John Carswell, Dave McGriff, Hollis Turner	

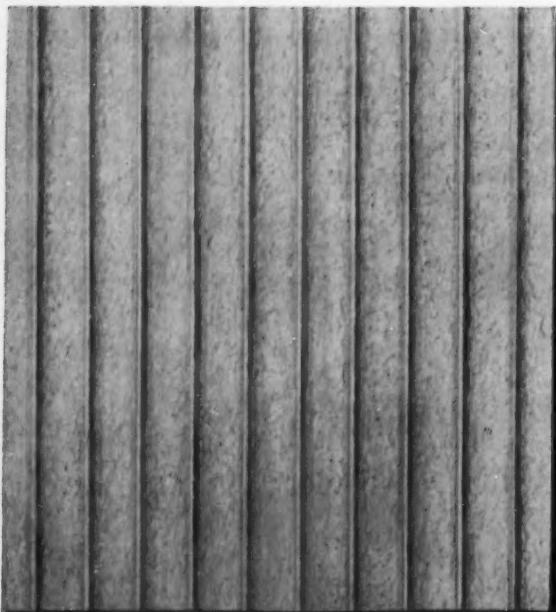
(Continued on page 51)

Dramatic light-and-shadow textures
sell these new

"CENTURY" ASBESTOS-CEMENT DECORATIVE SHEETS

Used outdoors, these new "Century" decorative sheets provide attractive, unusual textures of light and shadow which mask irregular weathering and staining. Weathering actually *enhances* the dramatic contrast of these textures. For indoor use, these asbestos-cement sheets offer exciting new possibilities as distinctive wall linings and trims.

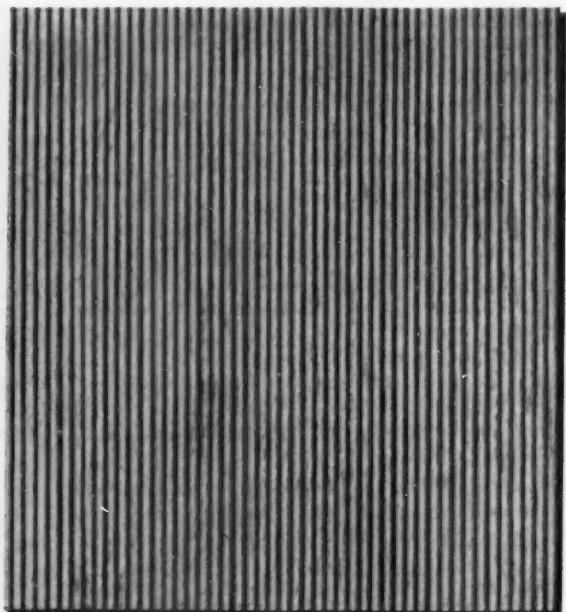
"Century" decorative sheets are light, easy to saw, nail, or screw. Like all K&M asbestos-cement sheets, they are remarkably resistant to fire, vermin, rot, and weather. They can be used in their natural gray color, or painted if desired.



FLUTED ASBESTOS-CEMENT SHEETS

have wide ribs that provide a strongly contrasting pattern of light and shadow. They're recommended for use indoors or outdoors, by themselves or as contrasting panels with plain sheets. Sell "Century" Fluted for exterior facades, soffits, mullions, dados, friezes. Narrow widths provide distinctive cover fillets, borders, architraves or marginal strips. Approximate size: 8 feet long x 48 inches wide, with an approximate overall thickness of $\frac{1}{8}$ inch.

See us at the Southeastern Dealer Convention and Building Material Show! We'll be at Booth G-4, at the Biltmore Hotel, Atlanta, Ga., Nov. 16-18, 1955.



RIBBED ASBESTOS-CEMENT SHEETS

are closely patterned with narrow ribs running the full length of the sheet. Their close textural effect makes them ideal for complete interior wall lining of small rooms. These sheets are specially recommended for use as dados, wainscoting, friezes, contrasting panels or marginal strips. Standard size: 8 feet long x 48 inches wide, with an overall nominal thickness of $\frac{1}{8}$ inch. Contact your K&M distributor, or write directly to us for complete details on these volume-building asbestos-cement sheets.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



Exhibitors	Booth Space	
READY HUNG DOOR CORP., Fort Worth, Tex.	F-14, 15	
Personnel: Wynn L. Yeale, Ed L. Guerrant		
REMINGTON RAND DIV., SPERRY RAND CORP., Atlanta, Ga.	D-4, 5	
Personnel: L. J. Head Jr., John N. Petosis, Robert T. Woodbury, R. N. Scott		
RODDIS PANEL & DOOR CO., Charlotte, N. C.	H-1, 2	
Personnel: Jerry Blucher, Robert Hyams, Dean Hanchett, H. H. Pugh		
RUBEROID CO., Atlanta, Ga.	D-11	
Personnel: Frank Woods, Marion Talley, Dudley Poe, George Woods, Maurice Wood, Herbert Cole		
RUDIGER-LANG CO., New Orleans, La.	A-4, 5	
Personnel: Paul C. Rose Jr., Leon B. Tudor, John F. Disimone		
SHERWIN-WILLIAMS CO., Atlanta, Ga.	C-13	
Personnel: L. W. Beard, R. Y. Preston, P. J. Pate, C. M. Sticher, W. B. Bell, A. C. Dunn		
SOUTHERN CYPRESS MANUFACTURERS ASSN., Jacksonville, Fla.	F-16	
Personnel: J. A. Prestridge		
SOUTHERN PINE ASSN., New Orleans, La.	F-13	
Personnel: C. E. Anderson		
SOUTHERN ZONOLITE CO., Atlanta, Ga.	C-14	
Personnel: L. A. White		
SPRINGTITE SCREEN MANUFACTURING CO., INC., Atlanta, Ga.	A-12	
Personnel: J. H. McElroy, C. M. Coogler, J. H. Stair, William Griffin		
STANLEY WORKS, New Britain, Conn.	P-16	
Personnel: Jack Hollfelder, Harry Wells		
STAPLE FASTNER CO., Atlanta, Ga.	Foyer	
Personnel: Carl E. Tidwell, I. H. Driskell		
STEVENS FIRE BRICK CO., Macon, Ga.	A-16	
Personnel: John B. Dahir, W. P. Stevens, A. O. Hutchins		
SUPERIOR FIREPLACE CO., Atlanta, Ga.	C-6	
Personnel: Robert H. Antill, H. Dean Poe, Clyde M. Rector		
SUPERIOR WALL PRODUCTS CO., Columbia, S. C.	F-3	
Personnel: Ed Proctor, Louis E. Buehn		
UNITED STATES GYPSUM CO., Atlanta, Ga.	D-13, 14	
Personnel: E. R. Steinback, W. T. Castle, A. S. Colvin, R. H. Branen, S. R. Foy, Tom Egan, Clark Baker, Bill Burch		
UNITED STATES PLYWOOD CORP., Atlanta, Ga.	D-12	
Personnel: George R. Lindley, John T. Striplin, Robert Smith, James Rhodes, T. D. Stanford, Robert Wood, M. L. Doub, W. E. Williams, R. L. Cooper, J. E. Byrnes, C. M. Shaw, Joe Guhl, John Lovette, F. M. Lehman, J. P. Buford, Ed Myers		
WACO STORES, Atlanta, Ga.	P-20	
Personnel: Norman Perreault, Bert Hammock, Herbert Brooks, P. B. Brooks, Charles Langley, Floyd Miller		



TAYLOR MADE GARAGE DOORS, INC., Atlanta, Ga.	B-2
Personnel: R. L. Taylor, T. E. Connellan, Ray White, F. X. Rowell	
TENNESSEE PRODUCTS & CHEMICAL CORP., Nashville, Tenn.	C-4
Personnel: Eldred Cayce, H. B. Bryant, R. C. Patrick	
THOBEN ELROD CO., Atlanta, Ga.	B-4
Personnel: Edward Lamb, Walt Floyd, George Shell, George Brodnax, Roscoe Walker, Thoben Elrod	

SOUTHERN BUILDING SUPPLIES for NOVEMBER, 1955

Materials-Handling Demonstration

The use of fork-lift trucks and other equipment for expediting the storage, handling, and delivery of lumber and building materials will be demonstrated across the street from the Exhibition Hall each day during exhibit hours.

The exhibit hours are:

Wednesday, 9 a.m. to 1:30 p.m., and 4:00 p.m. to 7:00 p.m.

Thursday, 9:00 a.m. to 1:30 p.m., and 4:00 p.m. to 7:00 p.m.

Friday, 9:00 a.m. to 12 noon.

In planning for profit, see all the exhibits—of equipment as well as materials!

"You can tell by the way she snaps!"

Says DONA BROULLETTE of
LUCKS & CLARKE CORPORATION
(Hardware, Building Supplies, Millwork)
WALLINGFORD, CONN.

Mr. Broulette's been cutting glass for over 40 years. But L·O·F's "Blindfold Test" was a new one on him. He ran several cuts on four well-known brands of single-strength window glass. Each piece was marked A, B, C or D. He didn't know which was which until after he'd picked the one that was easiest to cut.

He picked "D" every time. "D" was L·O·F. 28 out of the 30 dealers who took this test picked L·O·F.

"I didn't have to take this test to know that L·O·F Window Glass is easiest to cut," said Mr. Broulette. "The cutter runs free without any strain on me or the glass. She snaps clean and quick."

L·O·F Window Glass is easiest to cut into big pieces or little pieces. It's easiest to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easiest because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



Try the
"Blindfold Test"
Yourself!

Cut L·O·F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor.
These local businessmen are listed un-

der "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Co.,
608 Madison Ave., Toledo 3, Ohio.

See us at Booth A8-9, Southeastern Dealer Convention and Building Material Show!



LIBBEY·OWENS·FORD the easy-to-cut **WINDOW GLASS**

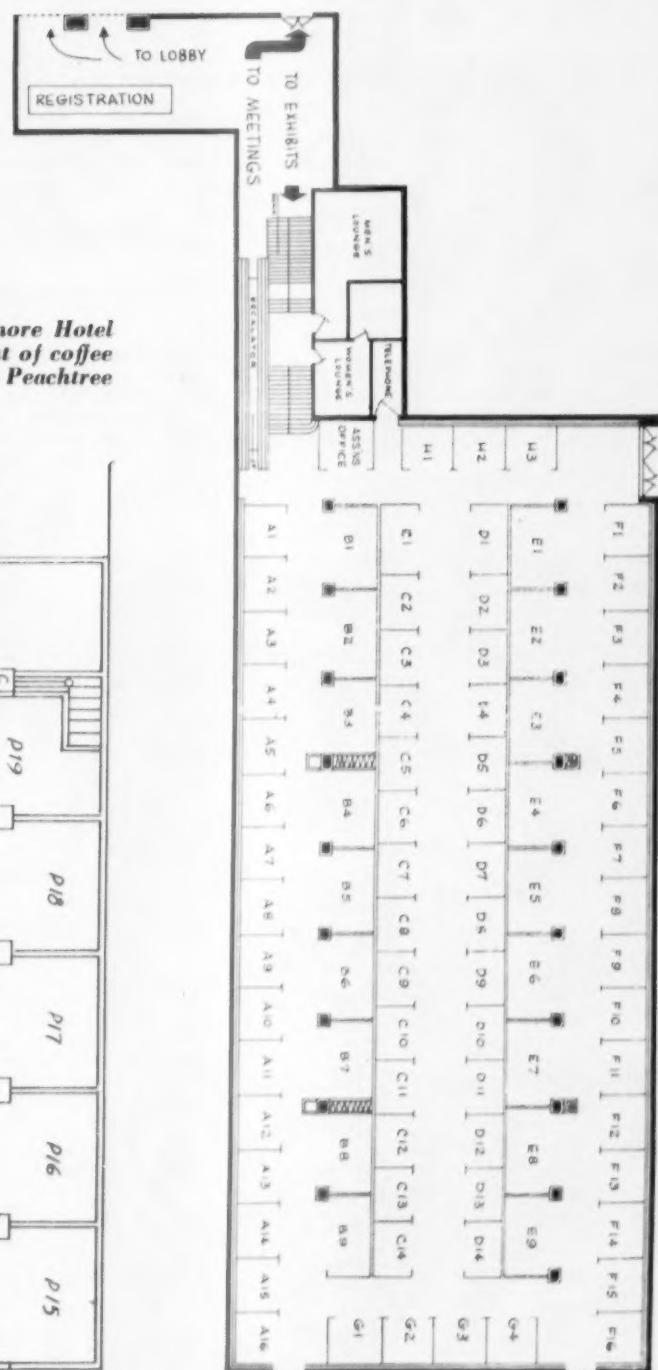


FLOOR PLANS FOR EXHIBIT HALLS

*Be sure to visit
the exhibits in
both of these halls*

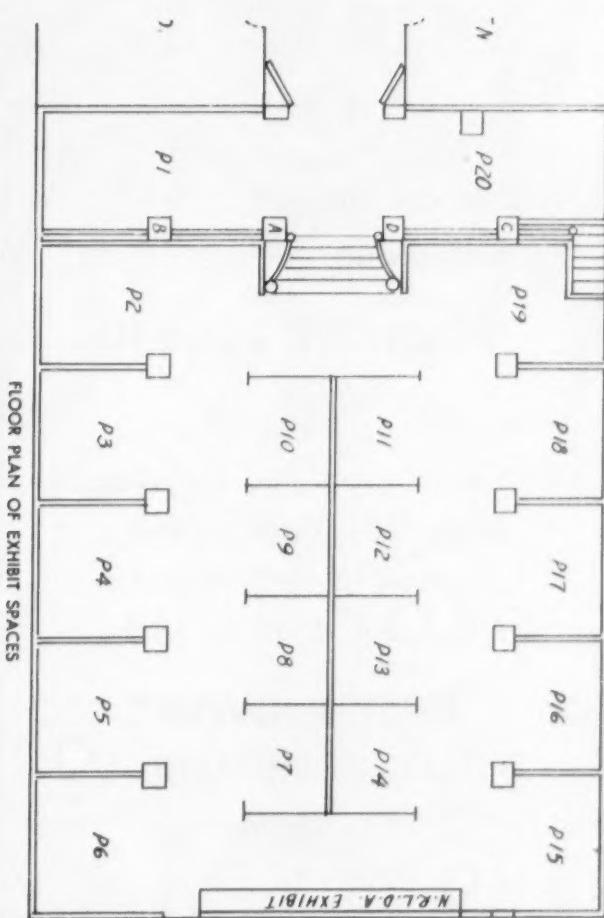
Exhibition Hall

This hall is located at rear of north end of Biltmore Hotel. Enter from lobby or terrace door through Crystal Room and registration foyer.



Pompeian Room

This room is located at south end of Biltmore Hotel on ground floor. It is reached by hall to right of coffee shop as you approach the shop from West Peachtree street entrance or foyer.



Convention Entertainment for Ladies Includes Fashion Show and Decorating Hints

WIVES WHO ACCOMPANY their husbands to the Southeastern Dealer Convention and Building Material Show will be entertained—and still have ample time to shop in Atlanta's stylish stores and to play bridge or chat with other wives from several Southeastern states.

Jean Vaughan, wife of Cranston H. Vaughan of the Brand-Vaughan Lumber Co. and chairman of the Hostess Committee, says that only one main activity a day is planned. "This leaves plenty of time for sightseeing and other activities," Jean said.

Also serving on the Hostess Committee are Mrs. R. L. Brand Jr. and Mrs. R. T. Edwards.

The committee will set up a hospitality room in the Biltmore Hotel, so that wives of Atlanta dealers will have a central meeting point and to provide a place for all attending ladies to chat and play cards—or get information about Atlanta stores and sights.

Serving on various days as hostesses are Mrs. Edward W. Addison, Mrs. Warner V. Flowers, Mrs. Frank E. Hayes Jr., Mrs. Ira T. Longino,

Mrs. R. H. Lummus Jr., Mrs. F. J. May, Mrs. Paul Patton, and Mrs. Luther H. Randall Jr.

The only scheduled event at which the ladies will join their men is the buffet dinner in the Georgian Ballroom Thursday at 7:30 p.m. It will include a gala floor show—Emcee Marvin Boone, Roby and Dell, acrobats supreme, and the Dancing Debs—and dancing until midnight by Whittington's orchestra.

The ladies' program includes:

Wednesday, November 16, 2:30 p.m. Bridge and canasta. Room 10 of the Biltmore Hotel. High score prizes.

Thursday, November 17, 3:45 p.m. Seated tea and fashion show at exclusive Atlanta department store. Free bus transportation.

Friday, November 18, 9:15 a.m. Morning coffee and toast on Biltmore mezzanine.

Friday, 10:00 a.m. Christmas decoration ideas by Mrs. Bonner Spearman. Room 10 of the Biltmore Hotel.

The last program feature—Christmas Decorating Ideas—is repeated this year because so many ladies attending the Southeastern convention last year asked for it again. Mrs.



JEAN VAUGHAN
Chairman, Hostess Committee

Bonner Spearman is well-known to many women's groups throughout the Atlanta area for her decoration artistry, and is in constant demand throughout the Christmas season.

America's fastest growing

QUALITY LINE

of builders' & cabinet hardware

HANDLE SETS LOCKSETS

PENN AKRON

HINGES FORGECAST CABINET HARDWARE

PULLS KNOBS

PENN-AKRON HARDWARE CORP.
WOODSIDE 77, NEW YORK
Builders Hardware Since 1877

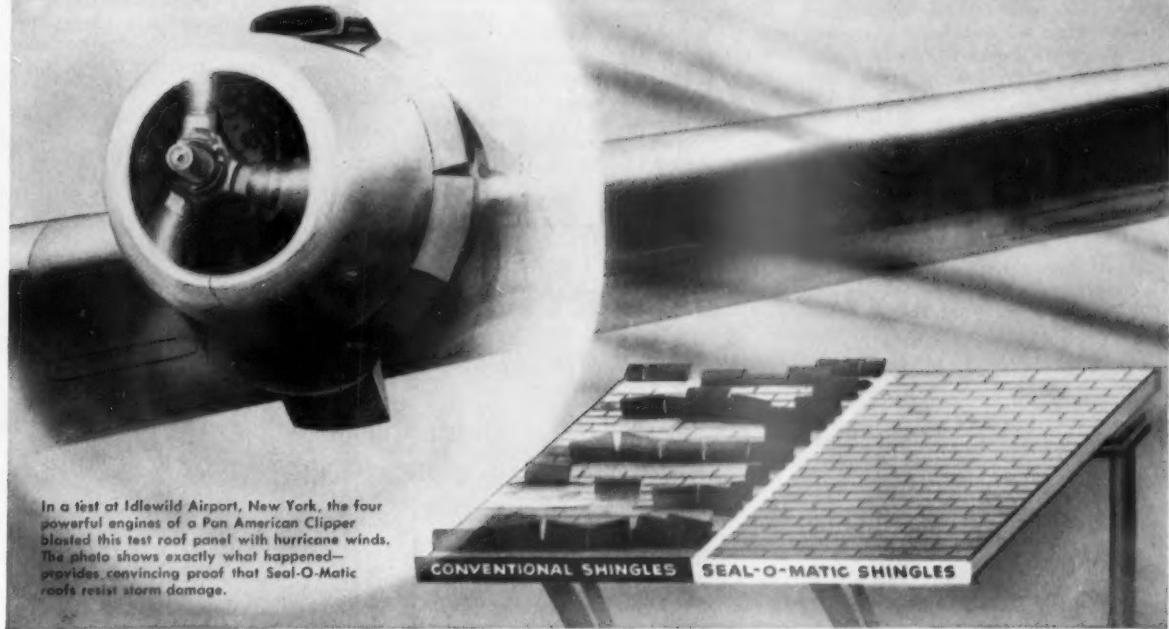
*See our line on
display at*

BOOTHES F 9 and 10

*Southeastern Dealers'
Convention and Building
Materials Show at the
Biltmore Hotel, Atlanta
November 15th to 18th*

FIRST SHOWING
of our NEW "1600"
Line of Locksets

Holds Fast even in Hurricane Winds!



In a test at Idlewild Airport, New York, the four powerful engines of a Pan American Clipper blasted this test roof panel with hurricane winds. The photo shows exactly what happened—provides convincing proof that Seal-O-Matic roofs resist storm damage.

It's the new patented Johns-Manville **SEAL-O-MATIC** The asphalt shingle that seals itself down



Here's the Secret

A stripe of special petroleum resin, developed by J-M Research, is factory-applied to the underside of each shingle. The sun's heat seals it down automatically.

This is the most important roofing development in 20 years! It's brought to you exclusively by Johns-Manville.

Seal-O-Matic® Shingles have been proved in use on thousands of homes. They have weathered full-force hurricanes intact, while nearby roofs were severely damaged. Seal-O-Matics grip tight—stay flat. Wind and rain can't get under the edges, even on roofs of low slope (2" minimum).

Cash in on this remarkable advance in roofing today! For full particulars about Seal-O-Matics call your nearest J-M Office or write Johns-Manville, Dept. SB, Box 111, New York, N. Y.

See "MEET THE PRESS" on NBC-TV, sponsored on alternate Sundays by Johns-Manville



Johns-Manville

Alabama Dealers Get Credit Service

THE ALABAMA Building Material Exchange, which joins the Florida, Georgia, and Tennessee dealer groups this year for the first time in sponsoring the Southeast convention, is particularly noted for its help to members through credit information.

Members report to Executive Secretary Mary K. Harless that this information has saved them thou-

sands of dollars through the years.

Cooperation of members is a major factor in the efficiency of this system — they are most loyal in reporting to the association office any account that is past due. The association, in turn, sends out a bulletin twice a month, listing all overdue accounts. Whether contractors and other material buyers realize this — and don't want their name on the list — can't

be estimated too well; but the fact remains that bad accounts are lower in Alabama!

The Alabama Building Material Exchange also sends out a property report showing the name of the owner and information on liens.

Alabamians seem to prefer their business meetings on a smaller, and more frequent, basis. Rather than

Recommend Marlite

...to put a "new look" in new construction!



MARLITE PLANK AND BLOCK PATENT APPLIED FOR

**Make the most of
MARLITE — the
profitable paneling
for every interior**



Marlite plastic-finished paneling offers you a real opportunity for profitable sales volume. New home builders want a modern, economical material that adds interior beauty and utility with minimum installation . . . minimum maintenance. And Marlite Planks, Blocks, and large Panels go up fast, clean with a damp cloth, provide that extra touch of luxury that keeps new homes new looking longer. Suitable for any room in the home (new or remodeled), nationally-advertised Marlite can be your year 'round business builder.

MARSH WALL PRODUCTS, INC.
Dept. 1197, Dever, Ohio



Marlite® plastic-finished wall paneling

ANOTHER QUALITY PRODUCT OF MASONITE RESEARCH



Mrs. Mary K. Harless is executive secretary of the Alabama Building Material Exchange, with offices in Birmingham. She is serving as registration director for the Southeast dealer convention and building material show.



James M. Grayson will head a delegation of Alabama dealers attending the convention, jointly sponsored by their own association for the first time this year. Grayson is president of the Alabama association and president of the Grayson Lumber Co. in Birmingham.

take a
good look at **ENGELMANN SPRUCE**



one of 10 woods from the
WESTERN PINE region

Extremely light and strong for its weight, smooth and soft-textured, straight-grained—Engelmann Spruce has a wide range of uses from rough construction to fine interior finish. Its nearly-white color, small knots, ease of working suit it for paneling, moulding, window frames and built-in furniture.

Engelmann Spruce comes in 3 select, 5 common, 4 dimension grades. You can order it in straight or mixed cars—together with other woods from the Western Pine region—from most Western Pine Association member mills.

the Western Pines

IDaho White Pine
Ponderosa Pine
Sugar Pine

ENGELMANN SPRUCE
Larch
Douglas Fir
White Fir
Incense Cedar
Red Cedar
Lodgepole Pine

get the facts
to help you sell

ENGELMANN SPRUCE

write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon



The Best STEEL PLASTER GROUNDS

(FOR DOORS
AND WINDOWS)



The COMPLETE QUALITY LINE

- Hot galvanized steel
- True, precision-rolled shapes
- Excellent paint adherence
- 1/2", 3/4" and 7/8" grounds
- Standard 7', 7'3" and 10' lengths
- Shipped in wooden crates

No. 40

No. 58

No. 59

No. 49

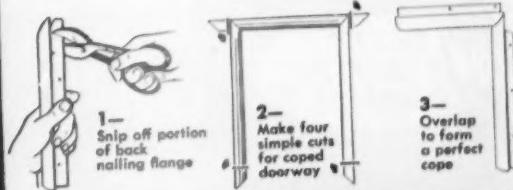
NO. 50 QUARTER-ROUND

FACTORY MITERED

Right hand miter one end; left-hand other

For COPED JOINTS here's how:

(No hemmed edge to interfere)



CASINGS INC.

2408 N. FARWELL AVE.
MILWAUKEE 11, WIS.

Conveniently Located Warehouse Inventories
for Fast, Efficient Service

% Fidelity Storage & Warehouse Co.
1216 West Amelia Ave.
Orlando, Fla.
Telephone: S-3441

one main business meeting a year, they meet twice a month. Here they really "call a spade a spade" and talk freely about the problems of the industry and possible solutions for them.

For fun, Alabama dealers gather in Florida once a year for a Fishing Rodeo. A long list of prizes is awarded for various fishing accomplishments — even the smallest fish

caught. Other diversions are intermingled with the fishing excursions.

Early in the year, they usually gather in Birmingham for a banquet meeting. New officers are elected and installed at this meeting.

As affiliates of the National Retail Lumber Dealers Association, Alabamians receive its bulletins and benefits through the state organization.

Floridians Have Excellent Insurance

FLORIDA dealers have access to one of the best insurance programs in the nation through membership in the Florida Lumber and Millwork Association.

Formed in December, 1953, the association-sponsored Florida Building Material Insurance Exchange is writing insurance for workmen's compensation, fire, extended coverage and sprinkler leakage, comprehensive automobile (including liability and physical damage), and general liability insurance — all at reduced rates. It provides specialized field and office personnel to handle claims and advise members about insurance coverage.

The Florida association is parti-

cularly active in promoting district meetings throughout the year. One-day conferences give members extra opportunities to bring up problems and take advantage of wise counseling on a more localized basis. A state convention is held annually.

Last year the association held its first Management Workshops, with topics of special interest to managers and owners in guiding their firms in more competitive times. Workshops proved so popular that the association plans to continue them each year. Educational films and correspondence courses can be scheduled through association offices.

The association serves as a clearing house for securing competent



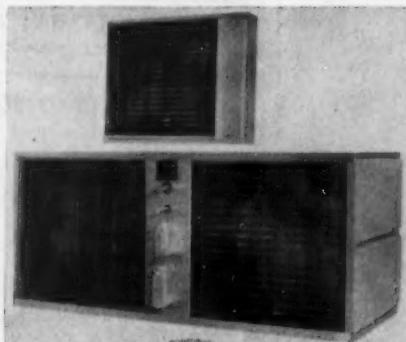
Promotion and publicity for the Southeast convention are handled by Mrs. Marie M. Bennett. She is secretary-treasurer of the Florida Lumber and Millwork Association in Orlando.

employees for member firms.

A Legislative Committee helps keep other members informed of ways in which legislation may affect the lumber industry. During sessions of the Florida legislature, the association has representatives in the state capital.

The second cost-of-doing business survey was made this year, covering operating costs during 1954, to enable members to compare their own costs with other dealers in towns of the approximate same size.

AT LAST! COOLING AND HEATING PRICED TO SELL!



Mathes

AIR COOLED MODEL — 2HAR
3HAR — SHAR

WACO offers builder-dealers record savings on 2-3-5 ton Mathes units

Yes, WACO can make you a MATHES dealer with surprising ease and only a reasonable outlay. By financing through the WACO organization you can offer many more customers BIG air conditioning at astonishingly low figures. This is truly the opportunity many have been waiting for, so drop by our exhibit at the Southeastern Building Material Show. WACO can offer the Mathes line only to builder-dealers.

★ VISIT WACO'S BOOTH AT THE SOUTHEASTERN SHOW!

WACO STORES

75 ALABAMA & PRYOR STS.
ATLANTA, GEORGIA
Phone AL-7475



D. C. Dawkins Jr. is president of the Florida Lumber and Millwork Association. He heads the Dawkins Building Supply Co. in Jacksonville.

A Superior Sash Balance

For UNIT WINDOW MANUFACTURERS

The
MASTER-MATIC
TRADE MARK

ONE-PIECE COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

- Much lower in cost than conventional Sash Balances plus Jamb Weatherstripping.
- Cuts installation labor costs.
- Greater Durability.
- Smoother and Easier window operation.
- Maximum Weatherseal.
- Automatic Compensation for sash shrinkage and expansion.
- Adaptable for "Removable Sash".



SILENT
FLOCKED
SPRINGS

YOUR INQUIRY INVITED

Made by the manufacturers of the famous MASTER NO-DRAFT, the "Original" and "Most Widely Copied" combination sash balance and weatherstrip unit.
VISIT OUR BOOTH NO. B-2 AT THE CONVENTION AT ATLANTA BILTMORE HOTEL, NOV. 16, 17, 18

**MASTER METAL
STRIP SERVICE, INC.**

1744 N. Kilbourn Ave.
Chicago 39, Ill.

Tennesseans Led in Cost Surveys

THE TENNESSEE Building Material Association for many years has been noted for its progress in conducting a Cost-of-Doing Business survey of



Brigadier General Abner U. Taylor, of the Tennessee National Guard, in "civilian" life is secretary-treasurer of the City Lumber Co. in Jackson. Taylor is the Tennessee association's president this year.

its members' operating practices. This year's survey was the eighth. Many associations have followed this lead, and several even conduct their surveys in cooperation with the University of Tennessee, just as the Tennessee group does.

The Tennessee group also was one of the first in the nation to arrange special clinics for top management. Whenever the need becomes apparent, Secretary-Manager Robert O. Brownlee arranges for special classes for dealer personnel.

He sends out bulletins with news of dealer-members, legislative activities, and material from the national association. Copies of new regulations concerning business are accompanied by explanations of their relation to the lumber industry.

The association made arrangements with the John Hancock Life Insurance Co. to underwrite a program of group insurance for Tennessee dealers. It is offered to all personnel, regardless of the number of employees any firm may have.

Once a year a state-wide convention is held, with the location rotated among Tennessee's three geographical sections.

As soon as Manager Brownlee can



Robert O. Brownlee is responsible for the well-planned program of the 1955 Southeast convention. The convention entertainment is also his responsibility. He is secretary-manager of the Tennessee Building Material Association, Knoxville.

employ a competent field representative, services to Tennessee association members will be enlarged.

STEINS LUMBER CO.
Phone 2-4316

**NEW
LOW PRICES
NAIL APRONS
AND
TRAFFIC FLAGS**

Send For Latest Brochure and Price List
... just off the press.

Send us your latest information on nail aprons
and traffic flags

NAME..... SBS

ADDRESS

CITY..... ZONE..... STATE.....

BONE-CROW COMPANY, WACO, TEXAS

FREE! EZ-Way profit kit to give you more sales!

Full of sales aids and sales-making ideas, the EZ-WAY PROFIT KIT will help you increase tie-in sales—as well as create demand for EZ-Way Disappearing Stairways. An EZ-Way unit starts home owners thinking about ATTIC CONVERSION—and that can create \$200 or more in tie-in sales for you!

One or two EZ-Way units in a housing development creates a demand that snowballs into tremendous sales possibilities—if you are ready. So don't wait. Get a good advance look at what EZ-Way offers you. Learn how EZ-Way can help you make more sales. Write for your EZ-WAY PROFIT KIT today.

EZ-WAY Sales, Inc.
Box 300-6
St. Paul Park, Minn.



RED TOP* INSULATING WOOL
with the
**Silver
Shield**

NEW!
... for the ultimate in all-weather insulation

A profit-making comfort combination!

Sell more insulation, make more profit per square foot—sell the new RED TOP Insulating Wool with the reflective aluminum cover that's perforated on the outer (breather) side; vapor-tight on the inner side.

Properly installed in ceilings or attic roof rafters, it reflects back up to 95% of sun-generated heat rays that hit its surface; cuts air conditioning costs considerably. Hundreds of dollars can be saved on original central air conditioning equipment. Savings on operating expenses during the first year alone often equal one-half the cost of the complete insulating job.

Available in medium and full thickness, 15- and 23-inch widths. See your U.S.G. salesman or write Dept. 122, Chicago 6, Ill.

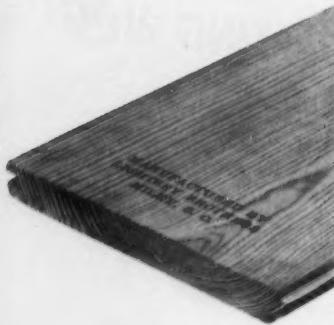
*T. M. Reg. U.S. Pat. Off.



UNITED STATES GYPSUM

The greatest name in building

Lightsey Lumber-brand-stamped for quick, positive identification



where Quality
counts...

we win — you profit

The Lightsey brand stamp now on every board emphasizes this established slogan. You know you're giving your customers the quality they require.—And you gain because your customers recognize this quality.

Look for the brand mark: Manufactured by LIGHTSEY BROTHERS, Miley, South Carolina.

Let us give you complete information, price lists, and name of your nearest representative. Phone Hampton 3881 or write.



LIGHTSEY BROTHERS

MILEY, SOUTH CAROLINA

Band-sawn N. C. Pine, Southern Hardwoods, Cypress, End-Matched Pine, Oak, Maple, Gum Flooring.

EVERYBODY wants ORNAMENTAL IRON

CASH IN . . .
on its increasing popularity
and get your share of a
growing market with —

Coffman
STANDARDIZED
Iron Millwork

for PORCHES
STOOPS
STEPS

You stock only THREE
Standard Ornamental
Iron items:

POSTS • BRACKETS • RAILINGS

. . . and YOU CAN SELL ANY JOB!
Thousands of home builders across the nation
use Coffman Standardized Iron Millwork in
homes for quicker sales and added profit.

ARE YOU GETTING
YOUR SHARE OF THIS
GROWING MARKET?

See your jobber or write TODAY for full information

The R. G. COFFMAN Co., Inc.,
Dept. S., Box 1113, Orlando, Florida

See You at the SE Dealer Convention & Building
Material Show, at the Biltmore in Atlanta.

Make Your Own Pre-Hung Door Units



Fit and hang 50 doors in one day

Now one man can fit and hang as many as 50 doors in a day with a precision never before possible. Fitting of doors to previously installed frames is eliminated. The door is jammed and hinged on the job or in the shop. The precision tool that makes this accuracy and high-speed assembly of wood door and frame openings possible is the MASTER DOOR JIG AND ACCESSORIES. This is a practical, money-saving tool, field tested for 15 years by the builder-inventor.

★ Visit Our Exhibit P-4 At The Southeastern Building Material Show



Zek TOOL COMPANY

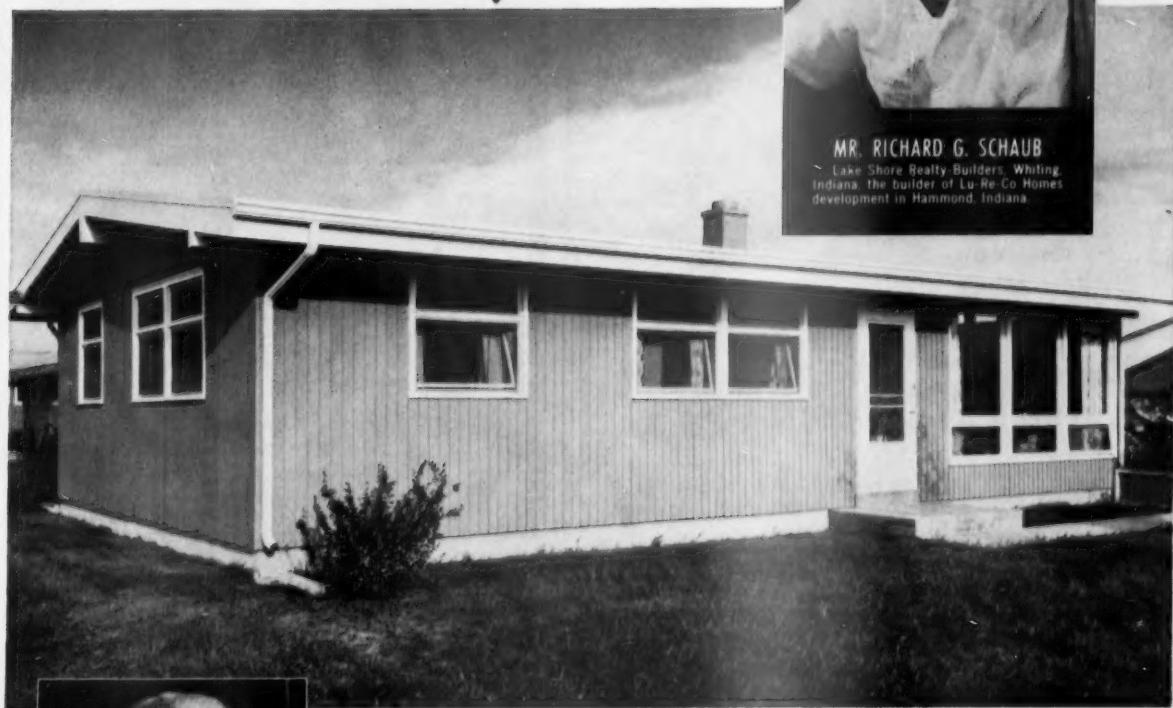
407 SAND HILL ROAD
LEBANON, PENNSYLVANIA

*"....a favorite
with home buyers."*

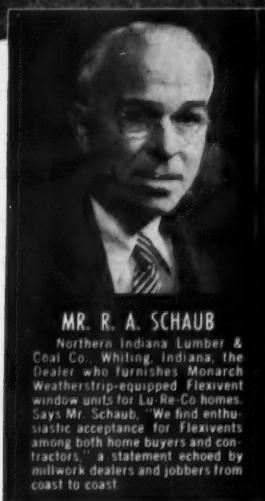


MR. RICHARD G. SCHAUB

Lake Shore Realty-Builders, Whiting,
Indiana, the builder of Lu-Re-Co Homes
development in Hammond, Indiana.



A typical Lu-Re-Co home in Hammond, Indiana, one of many now under construction by the Lake Shore Realty-Builders of Whiting, Indiana.



MR. R. A. SCHaub

Northern Indiana Lumber &
Coal Co., Whiting, Indiana, the
Dealer who furnishes Monarch
Weatherstrip-equipped Flexivent
window units for Lu-Re-Co homes.
Says Mr. Schaub, "We find enthu-
siastic acceptance for Flexivents
among both home buyers and con-
tractors," a statement echoed by
millwork dealers and jobbers from
coast to coast.

Published in the interest of
better and more economical
building construction.

COMPLETE WINDOW UNITS

equipped with **MONARCH METAL WEATHERSTRIP**

"Yes, Andersen's *Flexivents* definitely help us sell homes. We specify them on our Lu-Re-Co jobs as well as in our conventionally built homes. We believe excellent construction and ease of operation makes them a favorite with home buyers."

Mr. Schaub's statement is a typical testimony on just one of the advantages of precision-built Complete Window Units. Thousands of other profit-minded Builders, working with their Dealers and Jobbers on countless other large and small projects, have proved that ready-to-install window units, in addition to providing an effective selling feature, also make money for them by eliminating costly time-consuming on-site assembly and waste of materials. The home buyer benefits too, by getting more for his investment in sounder, more satisfactory construction.

Ask Your Millwork Jobber For Complete Details

Monarch® METAL WEATHERSTRIP CORPORATION

6343 ETZEL AVE. • ST. LOUIS 14, MO.



**More dealers
make more money
with
Sherwin-Williams
paints
than with any
other line...
SO CAN YOU!**

Without obligation, we will be glad to give you the complete facts. Write, wire or phone:



SHERWIN-WILLIAMS

320-324 Peachtree Street, N.E. • Atlanta, Georgia

No. 240

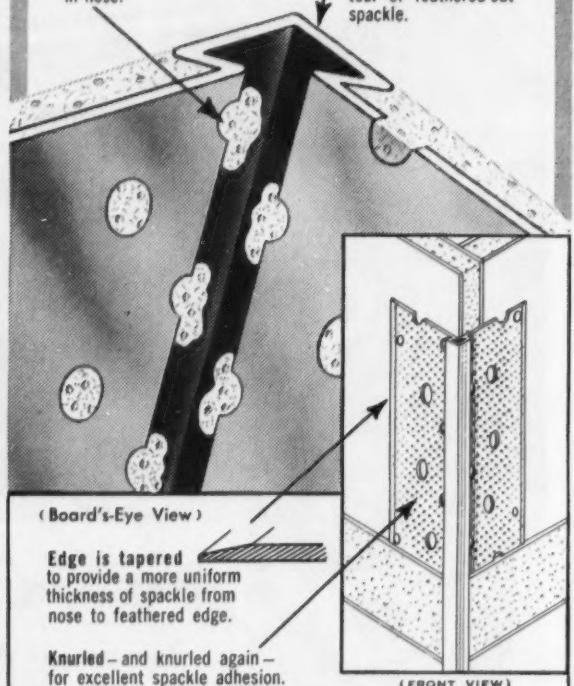
(PATENTS PENDING)



under nose spackle holes permit spackle to rivet itself into nose of bead with positive key—even when board fits tightly in nose.

**a Finer
ALL STEEL
Corner
Guard**

nose is wider to space spackle further away from corner, thus giving steel protection where most needed. Undercut to provide a better grip and tapered to contour of feathered-out spackle.



For Door & Window Casings • No Spackle Required



No. 102
Square
Profile

Pat. No. 2,663,390.
Canadian Pat. No.
506,022.

Triple-Grip Spring Action Assures a Tight, Clamping Fit



No. 101—Bullnose Profile, $\frac{3}{8}$ " &
 $\frac{1}{2}$ ". Factory Mitered at no extra
cost. ($\frac{3}{8}$ " square cut.)

For complete information write
DRYWALL TRIM, INC.

2408 NORTH FARWELL AVENUE, MILWAUKEE II, WIS.

Convenient Warehouse Location:
6 FIDELITY STORAGE & WAREHOUSE CO.
1216 W. Amelia Ave., Orlando, Fla.
Telephone 5-3441

DISTRICT DEALER meetings at regular intervals are solving many problems of the members of the Building Material Merchants of Georgia. Members have organized



Charles Peek was elevated to the presidency of the Building Material Merchants of Georgia at the spring meeting, after many years of service to the organization in other capacities. He is president of the Peek-Hightower Lumber Co. in Cedartown.

Georgia Spotlights District Meetings

district associations with officers and regular meetings in central points.

Dealers in Northwest Georgia have the Knot-Hole Club, which meets in Rome or Cartersville or Carrollton monthly.

Meeting in Macon, the Two-by-Four Club serves dealers in central Georgia.

The B & Better Club brings together dealers in Northeast Georgia in Athens.

The Southwest Georgia Lumbermen's Assn. meets monthly in Albany or nearby Radium Springs. The Savannah Lumber Dealers Assn. meets regularly in that coastal city.

New district groups are planned for the Augusta, Waycross, and Valdosta areas by Counselor Joseph G. Rowell and President Charles W. Peek of the Building Material Merchants of Georgia. Rowell assists district groups by mailing meeting notices and suggesting program material and subjects.

Rowell keeps members informed of state and national legislation that affects the operation of a retail lumber business in any way. His telephone stays busy day and night with

(Continued on page 66)



For many years Joseph G. Rowell has been counselor for the Building Material Merchants of Georgia, with headquarters in Atlanta. Rowell is in charge of exhibit space and general arrangements for the Southeastern show.

SOLID

More and more quality-conscious home buyers are becoming "sold" on the strength, adaptability and beauty of lumber bearing the stamp of Grade-Marked Southern Pine Lumber. They know this stamp is the way to tell this superior, versatile wood . . . and to look for those who sell it. That's why you can build sales and reputation with Grade-Marked Southern Pine. More saleable . . . more available than ever.

SPIB-C 418 SPA

SOUTHERN PINE ASSOCIATION • NEW ORLEANS, LOUISIANA



Easy! to operate install sell

Home buyers want the added convenience, extra space, low cost and dependable quality of ATLAS Folding Attic STAIRS.

And, builders want to give them these desirable features.

That's why ATLAS STAIRS are such good profit makers. They "turn over" rapidly. And, you deliver sound construction, quality materials and lasting satisfaction. Your reputation demands no less. You avoid costly complaints and keep your customers when you sell ATLAS STAIRS.

Nationally advertised ATLAS STAIRS meet all F.H.A. requirements and are product liability insured. Fully assembled and shipped as a complete packaged unit.

Write us for specification details, simple installation instructions and name of your nearest ATLAS Jobber.

MARION T. DAVIS & CO.

Sales Representatives

281 North Ave., N.E., Atlanta 5, Ga.

Representatives wanted in open territories

THE MARWIN COMPANY

Manufacturers

P. O. Box 567 • Cayce, South Carolina

calls from dealer-members concerning individual problems.

Along with his bulletins go the monthly advertising program, Dealer Operating Guide, and other literature from the National Retail Lumber Dealers Association, with which Georgia dealers are affiliated.

Each spring the Georgia association holds a state convention to bring top-notch speakers to advise on various phases of lumber yard operation. Business is combined with entertainment for both members and wives, and the affair is held at a Georgia resort.

Last year the association conducted its second Cost-of-Doing Business survey. Results were mailed to members for comparison with their own practices and results.

Distances Apparently Changed by Color

Whether an object appears to be far away or near to you can depend on its color, it was revealed in the findings of a research project conducted by the Psychological Laboratory of the Johns Hopkins University Institute for Cooperative Research in collaboration with the Pittsburgh Plate Glass Co. to determine the effects of color on distance.

"We can say with confidence that color can influence the apparent distance of a surface," according to Dr. R. M. Hanes, reporting on the findings of the Johns Hopkins experiment.

The investigation revealed that a bright surface appears closer than a dark one with a maximum average change in apparent distances of about 17 per cent.

As much as 19 per cent change in apparent distance can be attributed to hue changes for saturated hues or deep colors. Less saturated hues — pastel colors — show the same effects but to a lesser degree.

Hues of longer dominant wavelength appear closer than hues of shorter dominant wave-length. In general, highly saturated colors tend to appear closer than colors of low saturation.

Apparatus used was in the nature of a general purpose reduction screen and depth perception device. The reduction screen provided the means for eliminating surrounding or background cues, while the mechanism for adjusting viewing distance allowed for continuous variation of distance without tactal or auditory cues.

With slight modifications the apparatus was adaptable to a variety of problems in color viewing and the interactions between color and size, shape, brightness, distance, etc.

Provision was made for the simul-

taneous presentation of two vertical comparison surfaces. These test surfaces were mounted on aluminum carriages, which rode back and forth (toward and away from the observer) along aluminum rails. The total length of movement was about five feet.

Upon looking through an eyepiece, the 54 observers saw a limited section of a second gray screen (the reduction screen), in the center of which there were two rectangular openings. Through each of these openings one of the test surfaces was visible.

Since the size of these openings remained constant, the over-all size of the image on the retina of the eye also remained constant no matter how close or how distant the test surfaces were. And since the illuminant remained fixed relative to the test surface, the luminance did not vary noticeably with distance. Thus the observer was limited in his criteria for estimating distance — hue, brightness, and saturation of the color stimulus materials.

Among the more interesting brightness (value) effects were that a neutral white (high reflectance) appeared 5.4% closer than a neutral gray (low reflectance). A high reflectance yellow appeared 13% closer than a medium reflectance yellow and a medium reflectance green appeared 17% closer than a low reflectance green.

Hue — the quality of color that distinguishes one from another — showed some very striking effects. For example, a saturated red (reflectance 11%) appeared 19% closer than a green of 13% reflectance or a purple blue of 12% reflectance and 9.3% closer than bright yellow (66% reflectance).

In saturation (or chroma) effects, a saturated or strong red appeared 15% closer than an unsaturated red. In the same direction, the saturated green appeared closer than the unsaturated green.

Pittsburgh Plate Glass Announces New Expansion

The Pittsburgh Plate Glass Co. has disclosed plans for construction of a multi-million-dollar window glass producing plant at Decatur, Ill.

Initially, the Decatur factory will include one glass tank, and the glass ribbons will be drawn off through four drawing machines. It will utilize the Pennvernon process, a Pittsburgh Plate development.

Ground will be broken for the new plant early in 1956. It will join Pittsburgh Plate glass plants at three other locations — Henryetta, Okla.; Mt. Vernon, Ohio, and Clarksburg, W. Va.

WHICH ONE OF THESE BEST-SELLERS IS YOUR BEST-SELLER!

Reports from every section of the country show that sales on ALL 5 WELDWOOD WIZARDS are soaring. Dealers who tie into the greatest ad drive in glue history, are selling all 5 in stepped-up volume, the year 'round! WELDWOOD Tie-In Displays are FREE!



Write to Dept. SBS-11-5

UNITED STATES PLYWOOD CORPORATION
55 WEST 44th STREET • NEW YORK 36, N.Y.



NEW! WELDWOOD® PRESTO-SET® GLUE!

First white glue worthy of the Weldwood name. Ready-to-use . . . sets fast . . . bonds like magic. Recommend it for home, hobby bench, school-work, and industrial uses. 25¢ and 45¢ tubes, pint, quart and gallon jars; also squeezer bottles.



NEW! WELDWOOD CONTACT CEMENT!

Bonds without nails, clamps or presses, instantly on contact! For applying Micarta. For putting up plywood paneling without nails. 1001 other uses in home, garage, shop. Bottles with brush 25¢, 60¢. Also in 35¢ tubes and pints, quarts and one and 5 gallon sizes with applicator.



WELDWOOD PLASTIC RESIN GLUE

Deservedly, America's fastest selling wood glue. Highly water-resistant. Makes joints stronger than the wood itself. Easy to use — just mix with water, as needed. Widely used by professional cabinetmakers. 15¢, 35¢, 65¢, 95¢; also 5, 10, 25 lbs.



FIRZITE®

White—for woodsy blond or pickled finishes on any wood. (Also wonderful as an under-coat on fir plywood and soft wood paint jobs, to help prevent grain raise and checking.) *Clear*—to tame wild grain on all soft woods or fir plywood.

In pints, quarts, gallons, 5 gallons.



SATINLAC®

Brings out and preserves the *natural* beauty of any wood. Gives that expensive "hand-rubbed" look. Won't darken or yellow. Dries out of dust in 20 minutes, ready for next coat in 3 or 4 hours. Pints, quarts, gallons, 5 gallons.

ORDER NOW!

*TRADE MARK

Look at All the Exciting New Mule-Hide DEALER PROMOTIONAL AIDS



Selling is easier for you when you have a complete promotional package like this to bring in prospects and close sales... Colorful line folders, striking point-of-sale materials, attractive samples, a new kind of roofing color book that everybody calls "gorgeous"... These are some of the aids that are making new sales and new profits for Mule-Hide dealers.

ASK THE MULE-HIDE SALESMAN

He will be glad to show you the new Mule-Hide dealer promotion package... and the easy-selling new Mule-Hide products—like LUSTERGLAZE and LUSTERTEX Asbestos Siding, and TUFFSTONE Asbestos Wallboard that saws and nails like wood.

THE LEHON COMPANY

Bellwood, Illinois • Memphis, Tennessee • Wilmington, Illinois

Manufacturers of famous Mule-Hide "Town & Country", Thick Butt, Hex and "Safe-Lox" Asphalt Shingles; Roll Roofing and Asphalt Roof Coatings; "Lusterglaze" Glazed Asbestos Siding and "Lustertex" Asbestos Siding; "Tuffstone" Asbestos-Board and Mule-Hide A. C. Wallboard; Bathroom Cabinets and Ventilating Fans, and other Quality Building Products.

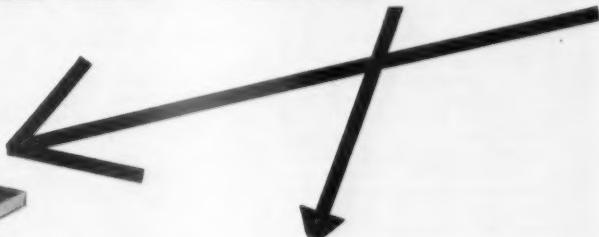
SEE US AT THE SOUTHEASTERN BUILDING MATERIALS SHOW AT BOOTHES 193 AND 194

"MULE-HIDE" HAS BEEN A FAMOUS NAME FOR FIFTY YEARS

Dina-Pak

... THE STURDY TABLE

AND BENCHES THAT FOLD UP AGAINST THE WALL —
AN ECONOMICAL, ATTRACTIVE SPACE SAVER FOR
ALMOST EVERY ROOM IN EVERY HOUSE, OLD OR
NEW!



FAST SELLING! GOOD PROFIT!

The demand for DINA-PAK is so great that we are working overtime to turn them out.

You see, here is an item that can be sold not only to builders of new houses but also to dwellers in existing homes throughout your territory. Every home owner is a potential purchaser of at least one of these modern, space-saving, dining and work units.

DINA-PAK can be attached easily to any wall by the home owner himself. As demonstrated in photograph, the entire unit folds compactly against the wall when not in use.

Advertising Aids for Dealers

Point-of-sale display cards, newspaper mats, radio copy, and publicity in national consumer publications will be supplied by the manufacturer as an aid to dealer sales.

Arco WINDOW
CORPORATION

a division of GENE PAIGE CO.

* 2434 SOUTH HARWOOD DALLAS, TEXAS

HUnter 5181

Write, wire or phone for
prices and details



Dina-Pak units are made of steel with formica tops.



Excellent for children's room when a work table or desk is needed. Dina-Pak units are sturdy and durable.

Dina-Pak units are available in several attractive colors. Add modern beauty to any home.



HELPFUL Booklets FREE

11-1. Aluminum Windows. Colorful brochures describe features, specifications, details, and suggested installations of Ware awning, Econ-O-Ware, and Econ-O-Wall awning windows; monumental awning; Ware-Tite jalousie; casements; projected windows. Ware Laboratories, Inc., Dept. SBS, P. O. Box 37, Riverside Station, Miami, Fla.

11-2. Finishes for Lumber. Several pieces of literature on ways to finish lumber, natural finish tests, and preventing paint troubles on house siding are offered to dealers. Much of the material was prepared by John Reno, authority on lumber products and utilization director of the Pacific Lumber Co., Dept. SBS, 35 East Wacker Dr., Chicago 1, Ill.

11-3. Mortar Cement. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. Much helpful data for buyers of cement are offered, including ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

10-1. Panel Window Unit. The Zuber Beauti-Vue panel window unit is described in a two-color folder. Sketches show how this ponderosa pine, toxic-treated unit can be used singly, in groups, in ribbons, in stacks, and with other units to form any desired style of fenestration. The folder also gives the sales advantages of the Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

10-2. Plywood Paneling. "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Harbord select cabinet panels. Copy tells why Harbor plywood is superior. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

10-3. Steel Garage Doors. Two descriptive sheets tell about the manufacturer's sales aids to the "authorized dealer" and to the "distributor" for Stanley steel garage doors. Both describe newspaper ad mats, product literature, counter displays, advertisement reprints, and the manufacturer's own advertising schedule. Southern States Iron Roofing Co., Dept. SBS, Savannah, Ga.

9-1. Aluminum Windows. Alenco aluminum windows with either a fixed upper sash or double-hung sash are described in a brochure. Complete

specifications and selling points are given. Photographs show attractive installations. Albritton Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

9-2. Shower Enclosures. Gulspray shower doors and enclosures are shown in a colorful catalog. Fourteen different enclosures are shown, for stalls, square tubs, conventional tubs, and built-up tubs. Also shown are patterns and carved designs available in glass. Binswanger and Co., Dept. SBS, 207 North Main Street, Houston, Tex.

8-2. Pipe Installation. "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

8-3. Asphalt Roofing Materials. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

7-1. Galvanized Attic Louvers. Louv-R-Pak attic ventilating louvers are described in a new catalog sheet. It lists more than 30 sizes and pitches to fit any installation need. Made of galvanized steel, they have 8 x 8 mesh screen wire attached to the back. Louv-R-Pak, Inc., Dept. SBS, P. O. Box 1841, Fort Worth 1, Tex.

7-4. Wallboards. Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with Lockaire Paintcote interior and Asphaltic sheathing insulating boards. Free samples offered. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

7-5. Concealed Sash Balance. The Hidalift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

6-1. Plastic Tileboard. New color chart shows AFCO prefinished wall-panels in 11 decorator colors. The panels have trimmed edges to permit easier installation and perfect fit. Free spreaders are attached to waterproof cement. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.

6-2. Window Sash Balances. Full catalog, which appears in Sweet's Architectural File, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

6-3. Home Insulation. Catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, Dept. SBS, 500 Baker Arcade Building, Minneapolis 2, Minn.

6-4. Tension Screens. Consumer folder tells how Springtite tension screens are assured permanent perfect tension by a patented coil spring feature. It shows how easily they are installed or taken down. Springtite Screen Manufacturing Co., Dept. SBS, 485 Stephens Street, S. W., Atlanta, Ga.

6-5. Picnic Table Frame. The Ez-Do steel frame for making 6' or 8' picnic tables for outdoor living is shown in a descriptive sheet for consumers. It lists board sizes and hardware needed. Anthony Truck Co., Dept. SBS, Paducah, Ky.

6-6. Aluminum Jalousie, Doors, Windows. Two-color folder describes Vacol aluminum jalousie door and such features as no-sag corners and key lock. Folders also are available on jalousie windows. Consumer literature describes both doors and windows. V. E. Anderson Manufacturing Co., Inc., Dept. SBS, Owensboro, Ky., and Bradenton, Fla.

6-7. Asphalt Shingles. Flintkote tapered strip asphalt shingles are pictured in full color in a new consumer folder. Shown are Shado-Kool gray, Shado-Kool green, Shado-Kool red, gray, green, and brown. The Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

5-2. Light Fixtures. Full-color catalog shows the complete line of Moe electric light fixtures. Various models are suggested as appropriate for different spots in the home. Moe Light, Dept. SBS, Fort Atkinson, Wis.

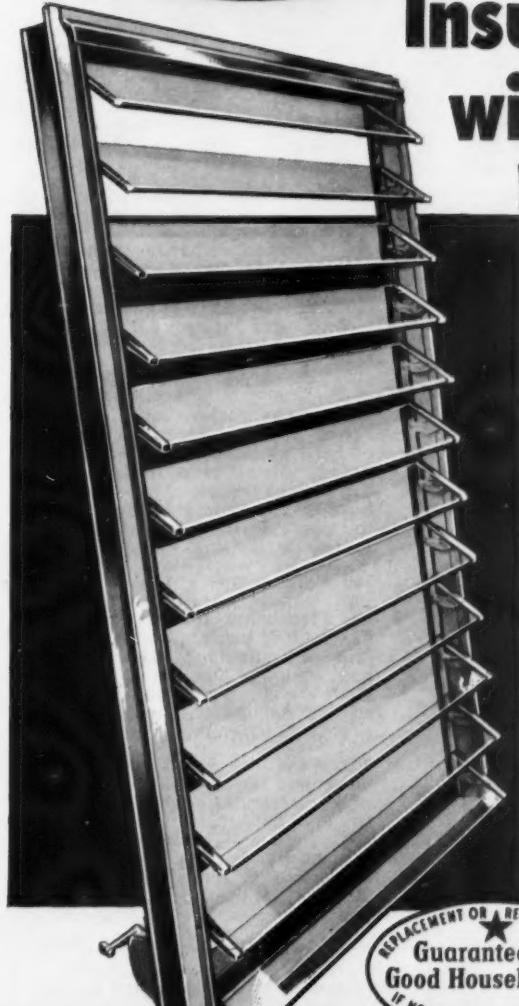
4-2. Stamped Metal Shapes. Booklet describes Campco's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., P. O. Box 3636, Charlotte, N. C.

3-1. Masonry Wall Reinforcement. Bulletin shows Dur-O-Wal masonry



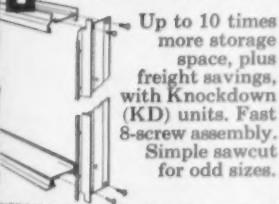
Now! Biggest Advertising Ever!

Again in 1955 ABC leads the field with powerful, consistent advertising in the leading magazines your customers read. Together these big magazines reach more than 14,000,000 readers. And all sales leads are sent right to you!



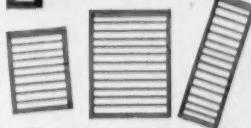
Insure Profits 6 Ways with ABC Jalousies!

1 KD Saves Freight, Space



Up to 10 times more storage space, plus freight savings, with Knockdown (KD) units. Fast 8-screw assembly. Simple sawcut for odd sizes.

2 Widest Range of Sizes



Standard, special widths 15" to 43", plus in-between sizes. Heights from 14", with 4" increments to 192".

3 Consumer-Tested Features

- Heavy extruded frames heat-treated for top strength!
- Patented spring-clip is heat-treated, eliminates bending clip. Gives positive seal, too!
- Precision-balanced louvers for fingertip operation!
- Korsseal weatherstripping!
- Easy-draining sloped sill!

5 Hurricane-Tested



Tested against water and air infiltration by University of Miami, and Pittsburgh Testing Lab!

4 Complete Sales Helps



Mats, color catalogs, 3-D viewers, window banners, TV-radio aids, installation details---for big sales!

6 Immediate Delivery



Average only 5 to 7 days on standard or stock sizes!



World's Largest Jalousie Factories!

Two giant Miami, Fla., plants (below) include 340,000 square feet to serve you! Plus---third big factory at S. Hackensack, N.J.



adams engineering co., inc.

MIAMI, FLORIDA • S. HACKENSACK, NEW JERSEY

Free Details! MAIL COUPON TODAY!

ADAMS ENGINEERING CO., INC.
S-11 Box 936 Little River Branch
Miami 38, Florida

Gentlemen: I am interested in learning about a profitable ABC jalousie dealership. Please rush full details without obligation.

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

3-2. Plastic-Finished Panels. Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Woodpanel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

3-4. Locksets, Hardware. "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

2-1. Standardized Casing and Base Patterns of Western Pine and Associated Woods shows full-size details of 114 newly-standardized patterns. This 16-page folder is punched for insertion in 3-ring binders. Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

2-3. Built-Up Roofs. A new 80-page manual gives all information for designing and erecting long-lasting, quality built-up roofs. It is produced especially for contractors, builders, architects, and engineers. Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

2-4. Exterior Plywood. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

2-7. Sash Balance, Weatherstrip. Master-Matic combination sash balance and weatherstrip is described in a new folder. It tells how this unit is designed especially for pre-fit window manufacturers and describes installation details. Another folder describes Master-Matic removable sash hardware for use with the one-piece sash balance and weatherstrip unit. Master Metal Strip Service,

Inc., Dept. SBS, 1720 N. Kilbourn Avenue, Chicago 39, Ill.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

23. Heatilator Fireplaces. Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with complaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.

95. Paint Thinner. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Julian St., Savannah, Ga.

107. Red Cedar Shingles. A 100-page handbook describes proper methods

of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle 1, Wash.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows, and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

163. Perimeter Heating. Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.

201. Laminated Panels. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, prefabricated hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

239. Aluminum Tension Screens. A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

289. Folding Doors. A new presentation booklet covers advantages of an advertising material for Veniflex folding doors. Color chips show finishes available. A chart lists prices and shipping weight for various models and sizes. Consolidated General Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.

303. Wood Preserving Process. TaCon-Wood and the new process by which it is preserved is explained in a dealer folder. Actual photographs of TaConized and non-preserved wood are shown for comparison. Longleaf Lumber Co., Inc., 1094 Huff Road N. W., Atlanta, Ga.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

November, 1955

Circle numbers below. Bulletins and catalogs will be mailed promptly.

11-1	11-2	11-3	10-1	10-2
10-3	9-1	9-2	8-2	8-3
7-1	7-4	7-5	6-1	6-2
6-3	6-4	6-5	6-6	6-7
5-2	4-2	3-1	3-2	3-4
2-1	2-3	2-4	2-7	19
23	47	85	87	95
107	141	163	201	239
289	303			

Why every piece of PALCO*

Architectural Quality Resawn

Redwood Siding is

VERTICAL GRAIN

PALCO®
Plain Resawn
"BEVEL" and
"BUNGALOW"
Siding

PALCO® Resawn
RABBETED "BEVEL"
and "BUNGALOW"
Siding

On flat grain, only the surface toward the bark is resistant to splintering "shell-out" after long exposure. If siding is *resawn* from flat grain blanks, every other piece necessarily faces the heart, providing an inferior surface.

That's why The Pacific Lumber Company insists that all *Palco** Architectural Quality *resawn* redwood siding must be cut from *vertical grain* blanks, assuring that every piece will provide the full measure of lasting beauty and resistance to weather. This is but one of many extra premiums in value provided by *Palco*... at no extra premium in cost. For a free guide to more effective specification of the best in redwood, fill out and mail the coupon below, or write for Bulletin No. L-501.

DEALERS!

This is one of a series of advertisements telling the exclusive *Palco** Architectural Quality Redwood story over 2,000,000 times each year through the building and architectural publications your customers read. The bulletin described below is available on request, and is being made a permanent reference for 18,000 leading architectural firms through Sweet's Architectural File. This is part of a long-range program to help you build your *Palco** premium quality market. L-501

SEND FOR THIS FREE BULLETIN



THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard *Palco** redwood patterns, sizes, grades and grains.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

THE PACIFIC LUMBER COMPANY

Since 1869 • Mills at Scotia, California

100 Bush St.
San Francisco 4

35 E. Wacker Drive
Chicago 1

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San Marino 9, Calif.

*Trade Mark ®

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

NOVEMBER, 1955 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Chunches

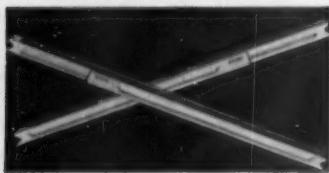
ROTARY TROWEL. The manufacturers of the Stow 34" Roto-Trowel, introduced nine months ago, now offer a smaller model, the 24" Roto-Trowel, designated "G24." Because of its small size and light weight, this trowel can easily be carried by one man into a house and down a flight of stairs into the cellar. Write Stow Manufacturing Co., Dept. SBS, 443 State Street, Binghamton, N. Y.

Or use coupon page 76. Circle P489.

EASY WOOD FINISHING. Trimlac is applied right from the can, without lap marks or paint odors, to paneled rooms, kitchen cabinets, furniture, doors, trim, and other woodwork. This clear finish offers a soft, rich, lasting sheen, yet the first coat dries dust-free in 15 minutes, the second in an hour, and the third coat in several hours. Write William Zinsser and Co., Dept. SBS, 516 West 59 Street, New York 19, N. Y.

Or use coupon page 76. Circle P490.

STEEL BRIDGING. Steel-X bridging is installed after the plumber, heating contractor, and electrician have finished their jobs. There is no sawing or fitting as in wood bridging, since Steel-X is ready for



immediate installation, made with 16 anchor prongs to the set, for a really solid grip on joists. Write Taber Bushnell Co., Dept. SBS, 1112 Metropolitan Building, Minneapolis 1, Minn.

Or use coupon page 76. Circle P491.

FORGED IRON BRACKET. An ornamental forged iron bracket, No. 15624, has been introduced for a variety of uses. It holds shelves, flower boxes, lanterns and signs, and serves as a decorative strengthening for screen doors. Available in three sizes: 4" x 3", 6" x 4 1/4", and 8" x 6". Write McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa.

Or use coupon page 76. Circle P492.

STEEL SINK, CART. Republic Steel's 36" twin-bowl stainless steel sink has a matching steel cart. The cart may be used as a serving cart, extra counter space in the kitchen, or

to transfer mealtime dishes to and from the kitchen. Two shelves are below the cart's top. Write Republic Steel Kitchens, Dept. SBS, Canton, Ohio.

Or use coupon page 76. Circle P493.

"FROSTS" WINDOWS. Sapolin glass frosting provides a simple way to achieve a frosted-glass effect and privacy. It lets in much of the light. Packed in an aerosol spray container, Sapolin glass frosting is sprayed on windows. Write Sapolin Paints, Inc., Dept. SBS, 229 East 42nd Street, New York 17, N. Y.

Or use coupon page 76. Circle P494.

LIFT TRUCKS. Yale and Towne's new KGA51 industrial lift trucks have capacities ranging from 3,000 to 8,000 pounds. They feature Yale torque transmission, which provides fully-automatic gear shifting for faster, smoother materials handling. Write Yale and Towne Manufacturing Co., Dept. SBS, 11000 Roosevelt Boulevard, Philadelphia 15, Pa.

Or use coupon page 76. Circle P495.

MEASURING TAPES. Carlson Star Chief white steel measuring tapes feature such improvements as a take-apart case for easy tape cleaning; non-jamming internal mechanism; stud marks every 16". Tapes come in lengths of 25', 50', and 100'. Write Carlson and Sullivan, Inc., Dept. SBS, Monrovia, Calif.

Or use coupon page 76. Circle P496.

PAINT FOR SHAKES. DriHome shake paint, formerly available only from Canada, is now being made in the United States for faster delivery. This oil-base product is used in shingles, shakes, and rustic interiors for long wear. Write Hunting-Merritt Shingle Corp., Dept. SBS, 601 Cornwall Street, Bellingham, Wash.

Or use coupon page 76. Circle P497.

GRAVITY CONVEYER. The Rapistan Flow Track lightweight gravity wheel-strip conveyor is made in two standard sizes, with a choice of three wheel spacings for handling a wide range of materials. An exclusive feature is the method of wheel mounting to give two-point axle support for maximum resistance to bending under loads. Write the Rapids-Standard Co., Inc., Dept. SBS, 342 Rapistan Building, Grand Rapids, Mich.

Or use coupon page 76. Circle P528.

MOBILE SPRAYER. The heavy-duty Master Twin Speedy sprayer is now available on a mobile mounting for easy transportation from job to job. The unit delivers four cubic feet

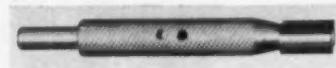
New items dealers may find profitable to sell — or use

DO YOU WANT more information on any of these new products? Just mail the coupon on page 76 after circling the product number shown with item.

of air per minute at 40 pounds of pressure. Write W. R. Brown Corp., Dept. SBS, 2701 North Normandy Avenue, Chicago 35, Ill.

Or use coupon page 76. Circle P498.

MAGNETIZED NAIL SET. Eliminating hurt fingers or damaged work, the Master magnetized nail set simplifies nailing in hard-to-reach places. This tool holds nails for



exact nailing. Each tool is packaged in clear plastic. Write Master Metal Strip Service, Inc., Dept. SBS, 1720 North Kilbourn Avenue, Chicago 39, Ill.

Or use coupon page 76. Circle P499.

HOLDS HOUSE PLANS. Plan Hold is a device for holding building or engineering plans. It fits any existing plan rack or file to hold up to 150 prints securely without puncturing holes or mutilating plans in any way. One plan can be removed quickly without disturbing others. Write Air Comfort Co., Dept. SBS, South Gate, Calif.

Or use coupon page 76. Circle P500.

DRAIN TILE. Installation of Cradle drain tile is said to increase the seepage area and to render longer service. It eliminates problems connected with gravel beds, such as root growth and clogging with grease. The tile is produced on a franchise basis with a moulding machine and metal moulds. Write Cradle Drain System, Dept. SBS, 214 Civic Building, Miami, Fla.

Or use coupon page 76. Circle P501.

CEMENT BOND. Uni-Corp Concrete Weld permits the user to bond old and new concrete. It eliminates chipping, drilling, roughening, acid washing or scarifying of the old base of brick, stone, stucco, ceramic tile, or other hard-surface material. It is said to be unaffected by freez-

product parade...

DOUBLE-ACTION WINDOW



"Best-Vent" is the latest addition to the Per-Fit line of aluminum windows, made by the Per-Fit Products Corp., Dept. SBS, 1200 East 52nd Street, Indianapolis 20, Ind.

An outstanding feature that particularly appeals to home-owners is the simultaneous opening and closing of upper and lower sash. The slightest finger-tip action opens upper and lower windows to provide balanced ventilation.

A Koroseal compressible fin weatherstripping provides a lifetime com-

pression seal at the head and meeting rails. Channel-shaped mohair pile provides three-point weather contact in the sash guides, and mohair tufts form a rubbing pile to "travel" with the sash.

A tongue-and-rail groove interlock provides two efficient baffles at the critical sill rail.

Write for P512. Use coupon below.

COMBINATION DOOR

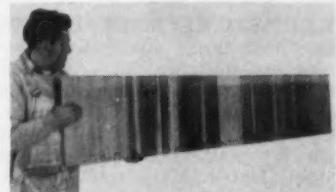
The Bilt-Well Com-o-dor screen or combination door is made by the Carr, Adams and Collier Co., Dept. SBS, Dubuque, Iowa. It makes an ideal screen door, and by adding storm sash, it serves in all weather.

A new promotional booklet shows with full-color photographs and drawings how the Com-o-dor can be used as a basic screen door, storm door, or combination.

Write for P513. Use coupon below.

CEDAR SIDING

Shake-a-Ply is a rugged, durable, textured cedar siding made by combining No. 1 clear machine-grooved shakes with cedar shingle undercoursing, using a resin-coated veneer core as a cross-bind. This easily-



applied product is made by the Shake-a-Ply Co., Dept. SBS, Box 577, North Portland, Ore.

The possibility of paint failures is greatly reduced in Shake-a-Ply. The full-surface coating of waterproof glue forms a barrier to moisture escaping from inside the house and prevents condensation from forming under the paint.

Write for P514. Use coupon below.

FIREPLACE ACCESSORIES

The Superior Fireplace Co., Dept. SBS, 1708 East 15th Street, Los Angeles 21, Calif., announces a stamped steel ash dump and a clean-out door for fireplace or furnace chimney.

The ash dump, made of heavy pressed 12-gauge steel, measures

Please send more details of new products for which numbers are circled below.

November, 1955

P489	P490	P491	P492	P493	P494	P495	P496	P497	P498
P499	P500	P501	P502	P503	P504	P505	P506	P507	P508
P509	P510	P511	P512	P513	P514	P515	P516	P517	P518
P519	P520	P521	P522	P523	P524	P525	P526	P527	P528

Fill in this coupon,

cut it out and mail to

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

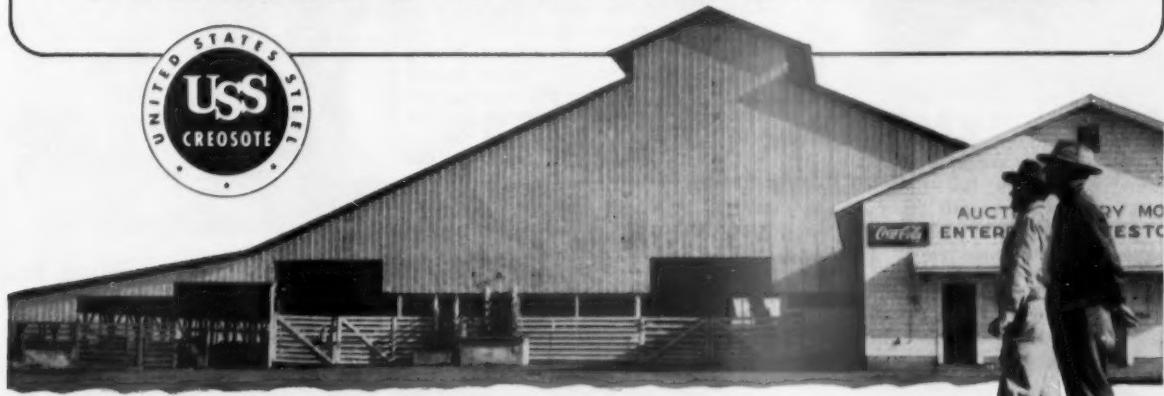
Name _____ Title _____
(Print Plainly)

Company _____

Address _____

City & State _____

BIG BUILDING PROVES there's a big market for Pressure-Creosoted Wood!



This barn, owned by the Enterprise Livestock Company, of Enterprise, Alabama, is one of the largest pole barns in the South. It is 150 feet long, 162 feet wide and 48 feet tall.

In all, 88 poles—pressure-creosoted with USS CREOSOTE—were used to complete this large barn. The poles vary in length from 16 to 55 feet, and many of them measure 27 inches around.

Mr. B. J. Wilkes, Manager and Co-Owner with Mr. Rex Forehand, has this to say about the use of pressure-creosoted poles. "We wanted pressure-creosoted poles because all the information we have obtained taught us that these poles would last much longer than untreated poles. We expect no maintenance on the poles and other pressure-creosoted parts. We also believe, from the figures we could put together, that we saved at least a third of the cost of the complete building compared to other types of barns we could have built. Pole construction uses less

Mr. Wilkes and Mr. Forehand in front of their big commercial livestock barn.

labor and materials."

This is an unusual case, but only from the size angle. The market for pressure-creosoted poles and other wood products is growing rapidly throughout the South. More and more farmers and businessmen are turning to easy-to-build, long-lasting pole structures. And this means a bigger market for all types of pressure-creosoted wood.

If you are not now stocking pressure-creosoted wood, it will pay to investigate its possibilities. Just send in the convenient coupon and we'll send you the name of your nearest treating plant and supplier, the complete story on the advantages of USS CREOSOTE and details of our consumer merchandising program.



Interior view shows some of the many animals waiting for auction. The extra high center section of the barn assures adequate ventilation in warm weather.

Agricultural Extension
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.

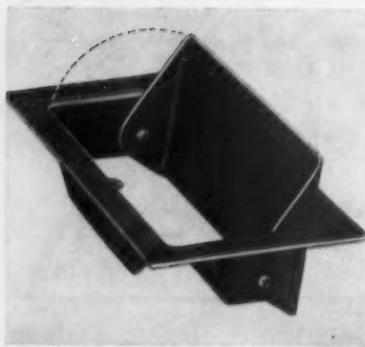
- Please send me a free supply of folders, "Build and Save."
 Please send me names of pressure-treaters.

Name _____

Address _____

City _____ State _____

UNITED STATES STEEL



9½" x 5½" on the outside. A 1½" flange holds it securely in the masonry. It saves the brickmason's time since he merely leaves by one brick, rather than splitting a brick to provide space.

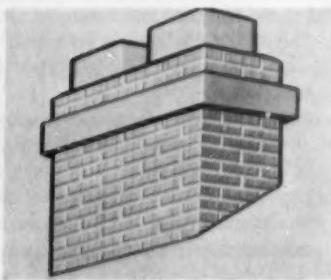
Outside dimensions of the clean-out door are 10" x 10". Depth of the flange holding the door in the masonry is 2½". It also fits brick width and courses, cutting installation time.

Write for P515. Use coupon page 76.

PRE-FAB METAL CHIMNEY

The Majestic Co., Inc., Dept. SBS, Huntington, Ind., announces a metal chimney top housing that looks like wire-cut brick.

This brick-type housing also features an extension that resembles



a flue tile for added realism. Mortar joints are depressed.

The aluminum chimneys are made in three sizes: standard, single-chimney housing 18" square; a deluxe rectangular housing, 18" x 36" for single chimney; complete housing with two chimneys.

Write for P516. Use coupon page 76.

STORM WINDOW KIT

The Sol-O-Lite Laminating Corp., Dept. SBS, 4301 West North Avenue, Chicago 39, Ill., is now marketing an economical transparent plastic storm window kit. Each kit retails for 80 cents.

Each No. 100-T storm window package contains a 36" x 78" sheet

of non-flammable plastic, nails, fiber moulding strip, and complete installation instructions.

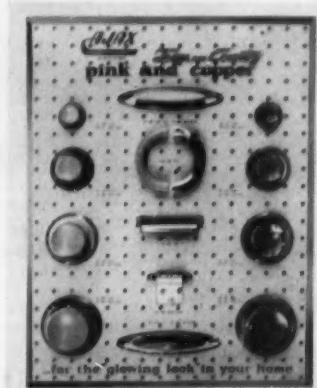
Kit No. 200-T features a special pressure-sensitive taped edge that eliminates use of nails.

Write for P517. Use coupon page 76.

PINK-COPPER HARDWARE

Catering to the new popularity of pink as a kitchen decorating color, the Ajax Hardware Manufacturing Corp., Dept. SBS, 4351 Valley Boulevard, Los Angeles 32, Calif., has introduced cabinet hardware in pink and copper.

Called "Town and Country," the



line includes an assortment of pulls, backplates, and hinges, most of which are available in a combination of pink and copper or copper alone. The pink is baked enamel.

Write for P518. Use coupon page 76.

PICNIC TABLE

The Tak-A-Part picnic table and bench combination is easily assembled or quickly dismantled for storage. It is made by the Midwest Metal Stamping Co., Dept. SBS, Kellogg, Iowa.

The rounded shape of the legs for table and bench permit the unit to be moved across the grass without damaging the lawn.

The table is formed from four 2x8's and the seats from 2x10's. Boards are best painted before assembly, and the stands are pre-finished in green enamel, similar to automobile finish.

Write for P519. Use coupon page 76.



PLASTIC FOLDING DOOR



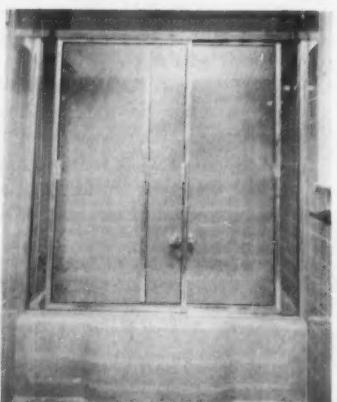
The Curtition Corp., Dept. SBS, 2227 Sawtelle Boulevard, Los Angeles 64, Calif., has added to its lines of folding doors a low-priced door line made of lightweight plastic panels. It is called Curtition Decorfold.

These strong but lightweight panels come in five pastel colors. Prices run as low as \$21.50 for a 2'0" x 6'8" door. Sizes include 6'8½" height and widths of 2'0", 2'8", 3'0", 4'0", 5'0".

These space-saving doors fold back to a slim stack of only 1" for every 12" of door width.

Write for P520. Use coupon page 76.

SHOWER ENCLOSURE



"ShowerGlass" is a moderately-priced line of shower enclosures introduced by the Shower Door Co. of America, Dept. SBS, 1301 Chatahoochee Avenue N. W., Atlanta 13, Ga.

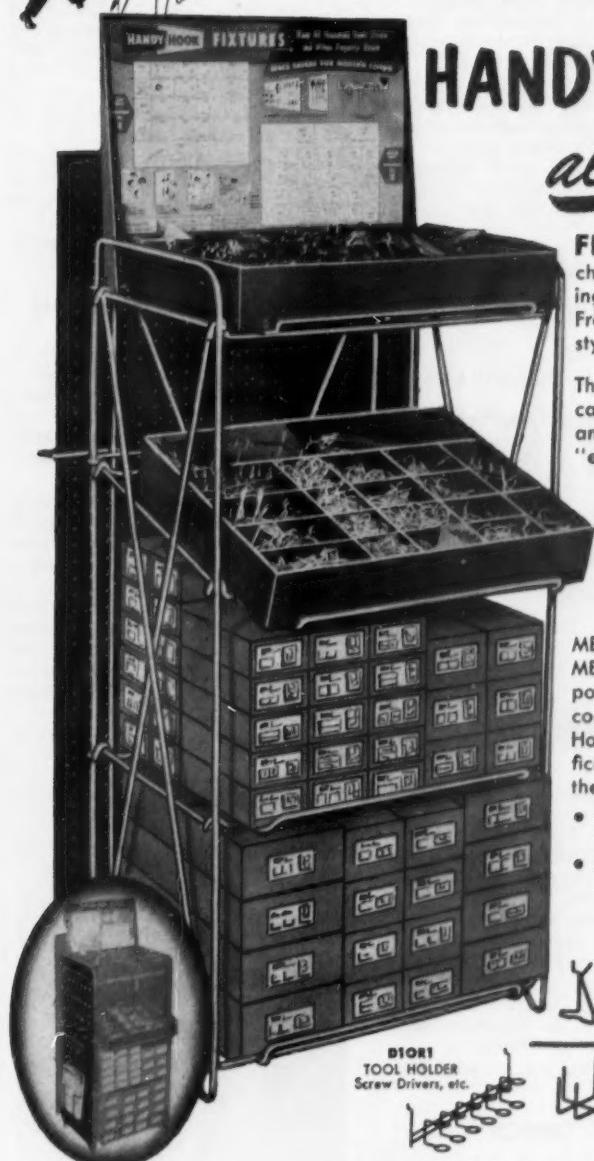
The line includes three shower doors for shower stall enclosures, a rollaway (two-door) enclosure for large shower stalls and daylight bathrooms, and the rollaway model for recessed tubs.

Like the Shower Door firm's more expensive line, Permalume, the



A Terrific Salesman!

Self Serve
Double Merchandiser Sells
 40 styles of
HANDY-HOOK FIXTURES
all day - every day!



FREE! This beautiful display stand, holding counter Merchandisers No. 1 and No. 2, which contain the 40 fastest selling Handy-Hooks, makes selling easy and saves clerk's time! From these Merchandisers the customer can easily select any style of hook and in any quantity.

This display stand, holding the new colorful Handy-Hook cartons, is assembled without the use of tools in a few minutes, and it concentrates hooks and perforated hardboard in one "easy to sell from" display.

**NEW LOW PRICES ON HANDY-HOOKS!
 CONSULT YOUR JOBBER!**

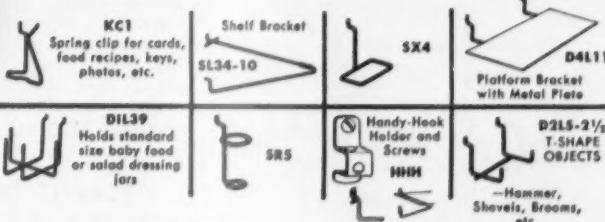
THE FLOOR STAND will be free to all Dealers who have purchased MERCHANDISERS NO. 1 and NO. 2.

FORTY FAST MOVING STYLES!

MERCHANDISER NO. 1 holds twenty first choice styles. MERCHANDISER NO. 2 holds an additional 20 tremendously popular styles. These Merchandisers may be used as separate counter displays, or together in the display stand. Every Handy-Hook has the part number stamped on it for positive identification. These Merchandisers carry the largest assortment on the market.

- Storage space accommodates perforated board panels 24" wide of any length, in back of display.
- Special bracket to accommodate 36" width board of any length is available to dealers upon request.

A FEW OF THE POPULAR HANDY HOOK FIXTURES



ADDED VISIBILITY

Perforated hardboard panels may be mounted on either side of floor stand to display Handy-Hook fixtures and literature.



*Copyright by V. P. Inc.

DIVISION OF

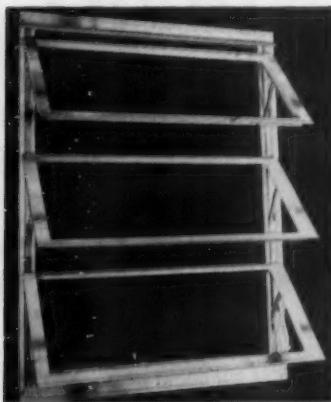
VADCO PRODUCTS, INC.

13271 Mt. Elliott, Corner of Luce Detroit 12, Mich.

ShowerGlass enclosures are said to be meticulously designed for perfect operation. They carry a seven-year unconditional guarantee.

Write for P521. Use coupon page 76.

AWNING WINDOW



Ware Laboratories, Inc., Dept. SBS, 3700 N. W. 25th Street, Miami, Fla., has added another awning window to its line.

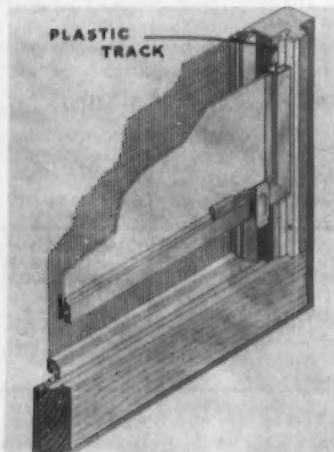
Available in standard and modular sizes, these weatherstripped aluminum awning windows feature a rugged strip-proof compound operator enclosed in the center of a heavy torque-resistant tubular sill, to prevent operator weakness. The center position provides synchronized balanced operation of the ventilators without torque lag.

Write for P522. Use coupon page 76.

VERSATILE WINDOW UNIT

The Andersen Corp., Dept. SBS, Bayport, Minn., is now in full production of its new self-storing combination window unit.

This unit is designed to fit the 28 sizes of Andersen pressure seal



double-hung unit, but 10 additional sizes will be manufactured, making the new units adaptable to an even larger number of other modular double-hung windows.

A 1½" thick wood frame, plus aluminum center bar, gives strength yet permits narrow lines for pleasing exterior appearance. The lower storm panel slides easily on a plastic track for winter ventilation, or to the top for self-storing.

Write for P523. Use coupon page 76.

BETTER CONCRETE MIXER

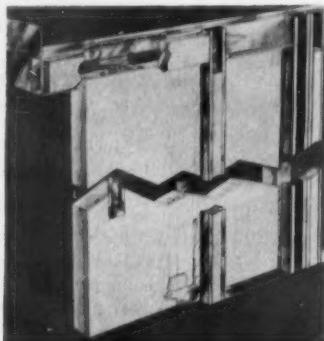
The Muller Machinery Co., Inc., Dept. SBS, Metuchen, N. J., has redesigned the yoke supporting the drum on the 6-S tilting-type concrete mixer, as well as the main frame.

These changes are said to make the entire structure stronger and more rigid. Vibration is reduced to a minimum even with heavy-duty use. Timken bearings are used in the drum spindle and countershaft bearings, as well as in the disc-type wheels.

The 6-S has a capacity of nine cubic feet of loose material or six cubic feet of mixed concrete.

Write for P524. Use coupon page 76.

POCKET DOOR HARDWARE



A pocket door hardware set, with extra-strong split jambs, is announced by the Leigh Building Products Division, Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

The unit's main feature is its double-strength rear split jamb. This provides added protection and is designed to prevent wall warping and sagging.

This new Leigh hardware set is made in five sizes to accommodate 6'8" doors from 2' to 3' wide.

Write for P525. Use coupon page 76.

PLASTIC "BRICK"

Holl-E-Wood paneling of Dow Styron plastic, moulded into the three-dimensional shape of an actual brick wall, is said to "look more like brick than brick does." It has



been introduced by the Holl-E-Wood Co., Dept. SBS, Onamia, Minn.

Nails, staples, plastic cement or mastic can be used to apply the panels over old walls. Holl-E-Wood brick is being used where actual brick is too costly or can not be used for structural reasons.

Typical applications include complete or partial walls, planters, snack bars, vestibules, shower stalls, dens, kitchens.

Write for P526. Use coupon page 76.

MANY-PURPOSE MACHINE

The Y-A home workshop machine is a single-unit power tool, not a series of individual power tools mounted on a common base, according to the manufacturer, the Yates-American Machine Co., Dept. SBS, Beloit, Wis.

This new machine is instantly and safely converted from an 8" tilting arbor saw to a 10" disk sander or 4" jointer by simply turning a wheel.

With the powerful power take-off and other easily-attached accessories, the machine becomes a wire brush, buffer, rotary file or router, drum sander, portable drill or hole shooter, and polisher.

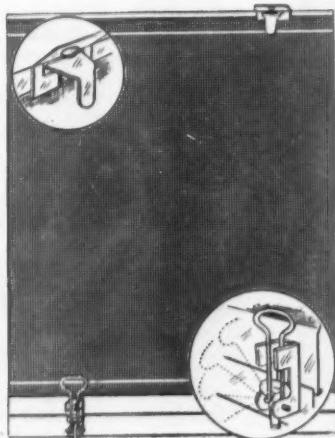
Write for P527. Use coupon page 76.



Your customers recognize it . . . Your sales prove it:



more
people
want



with exclusive 2-way pull spring latch . . .

There, at the bottom of each Loxscreen, is the patented reason so many users prefer Loxscreen. Only Loxscreen has this latch that exerts pull both down and across at the same time.

Once set, Loxscreen's spring latch stays in adjustment . . . snaps into position after each release, to form a bug free closure.

All-aluminum lifetime construction . . . inside hung in less than 5 minutes! Two-way length adjustment—with extra folds of screen cloth—assures perfect fit, even for out-of-square windows.

for complete information

including prices and merchandising aids, write **LOXCREEN Company, Inc.**

P. O. Box 5133, Columbia, S. C. • 2120 Irving Blvd., Dallas 2, Texas

silent salesmen



GATE LATCH-LOCK

This three-color display carton with transparent window has been designed for the new Arrowsmith gate latch lock and pull assembly to aid dealers in displaying and storing the locks.

These locks feature a positive slide-bolt action that locks from the inside. Three assemblies are packaged — GL 200 B, the complete latch lock and pull; GL 202 B, the latch lock only, and GL 201 B, the gate pull only.

Contact: Arrowsmith Tool and Die Corp., Dept. SBS, 9700 Bellanca Avenue, Los Angeles 45, Calif.

BAGS FOR INSULATION

To facilitate handling and storage methods, Fiberglas pouring wool insulation is now packed in rectangular-shaped bags instead of round bags as in the past.



The insulation also is being packed under greater compression. Each bag contains insulation for 25 square feet at a recommended depth of 4", yet it weighs only 31 pounds. This cuts down on dealers' storage space necessary to stock these bags.

Contact: Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.

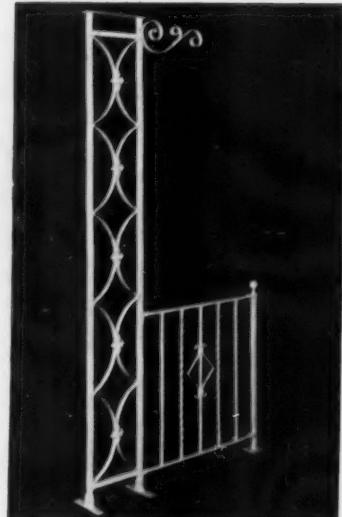
LUMBER SELLING AID

"What You Should Know About Lumber" is a 24-page booklet prepared especially for Do-It-Yourself enthusiasts, home-owners, prospective homebuyers, and others who influence the purchase of wood products.

Typical of the data included is the identification by color and other characteristics of 19 of the principal softwood species and 12 of the main hardwood species. Uses for each of these are included in the text.

Single copies are available for 10 cents.

Contact: National Lumber Manufacturers Assn., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C.



WOOD PRESERVATIVES

All ready-to-use preservatives made by the King Chemical Co. now are supplied in the "Up-Front Salesmaker Display" self-merchandiser.

Previously only Coppo and Coppo-Clear were packed in this dealer sales aid. Now this packaging is used for Seal-Treat and Deep-Treat, too.

The Salesmaker can be used singly as a counter display, or in groups of three as an island display. A complete selection of folders, mailing inserts, and other literature is offered to dealers.

Contact: King Chemical Co., Dept. SBS, 2342 South Lauderdale, Memphis 6, Tenn.

DISPLAYS IRONWORK

The makers of Colonel Logan ornamental ironwork have prepared a promotional package to help dealers to boost sales.

The package includes a display stand to help show how components fit together; an outdoor sign that combines an actual example of the ironwork with the sign itself;

a counter card; Good Housekeeping seal card; sales manual; 25 catalogs; 25 price lists; 300 envelope stuffers; 100 circulars to be sent to contractors, and a set of newspaper ad mats.

Contact: Logan Co., Dept. SBS, Louisville 6, Ky.

RENTAL FLOOR SANDERS

A merchandising package has been prepared to help dealers get more profit from their rental floor sanders. It includes booklets; a wall hanger which holds the booklets and lists the prices of the types and grits of sandpapers needed, and a colorful window streamer that points up the store as headquarters for floor sanding supplies.

The folder lists all materials necessary for finishing and refinishing floors. It also points out safety measures to be taken when using a floor-sanding machine.

Contact: Minnesota Mining and Manufacturing Co., Dept. SBS, 900 Fauquier Street, St. Paul 6, Minn.

"PRIZE HOME" PLANS

"Prize Homes," a new plan book, contains floor plans and elevations for 96 homes in contemporary and ranch styles. Sketches show how plans could be turned around for variation.

In the "Foreword" section of the book, the publisher explains 11 possibilities for changes in the plans, including an offer of additional base-ment plans for each house.

The plan book sells for \$1, but it is offered to building material dealers at a discount in quantities.

Contact: Southern California Building Permit Service, Dept. SBS, 5762 West Pico Boulevard, Los Angeles 19, Calif.



Of lift-slab construction, the new warehouse of the United States Plywood Corp. at 1460 Ellsworth Drive, N. W., in Atlanta, Ga., is seen at left. The building has 38,000 square feet of floor space. The floor is truck-bed high at front with four doors for loading. Three doors at rear are freight-car height for unloading cars. Window glass is tall, showcase front is tinted to keep out sun glare.

U. S. Plywood in Efficient Atlanta Warehouse

Atlanta branch sales office has five-sided sales desk topped by rotary perpetual inventory file for ready reference in filling orders. At desk are John Striplin, Brock Moore, John Bowen, and Leonard Lopez. Wall behind billing clerk at left is of Philippine mahogany Planktex. Sliding doors on back wall are of redwood Novoply. Other office walls and employee snack room on balcony demonstrate beauty of other fancy plywood faces. Offices are air-conditioned and well-lighted.



Below, Atlanta Branch Manager George Lindley and John Striplin, assistant manager, confer in Lindley's office. The walls are paneled in prefinished walnut V-plank. Most popular Weldwood plywood patterns are displayed on swinging panels in showroom. Offices of Southeastern Division Manager Wallace Williams are on balcony.



The new USP warehouse has a minimum of posts and clear ceiling height of 16 feet. Items handled in small quantities are stored in racks so orders can be gathered quickly. Big-quantity items, including doors, fir, and popular fancy plywood, are stored in open. Two folk-lift trucks are kept busy unloading freight cars and filling orders from racks and open stacks. Doors and plywood panels are steel-strapped for safe delivery and shipment.



STRICTLY wholesale

SPRINGFIELD, MO.: Youngstown Kitchens has appointed the Ozark Motor and Supply Co. as distributor for southwestern Missouri and part of northwestern Arkansas. L. E. Cox is president of the Ozark firm and George R. Hayden heads the kitchen sales department.

CHARLOTTE, N. C.: Organized last spring, the American Door and Plywood Co. has moved into its new office and warehouse building at 106 Foster Avenue here. President Joe Gall announces that his firm has been appointed distributor in the Carolinas for St. Regis Panelite plastic laminate, American Door and Plywood wholesale hardboard and other building materials.

NEW ORLEANS, LA.: The Dixie Lumber Co., Inc., is now fabricating wood window units in a large plant near its office at 8201 Fig Street. It is licensed to produce ROW wood window units and also Ludman wood



SSIRCO ADDS FRY ASPHALT ROOFING LINES

The Southern States Iron Roofing Co., Savannah, Ga., has been appointed distributor for the Lloyd A. Fry "Invincible" asphalt roofing line. Pictured above is the first truck in a convoy of 45 which left Fry plants with SSIRCO's initial inventory. These trucks delivered to SSIRCO's nine branches throughout the South standard and bonded asphalt shingles and other Fry asphalt roofing products.

awning windows. This wholesaler handles a wide line of plywood and lumber, and specializes in mahogany.

CHARLOTTE, N. C.: The George

Roberts Lumber Co., Inc., is the new trade-name of the former George H. Roberts and Co., Inc. The firm wholesales full lines of West Coast and Southern pine lumber. John



TO SERVE GEORGIA DEALERS FROM NEW HUTTIG WHOLESALE BRANCH

Here's the Huttig team that will call on building supply dealers in Georgia from the new warehouse branch and assembly plant at 779 Fulton Terrace, S. E., in Atlanta. "Open house" for dealers will be observed at the large, efficient new warehouse on Saturday, December 10.

From left, these men are Branch Manager Smith Bell-snyder, R. M. Nickerson, Roland Clark, Dan Minnix, Tom R. Hopson, C. W. Huttig Jr., and Frank Nester.

Bob Nickerson will be Huttig's Atlanta city salesman. He formerly served with the Kimberly-Clark Corp., Birmingham Sash and Door Co., and Addison-Rudesal, Inc.

Clark was transferred from Huttig's Nashville, Tenn.,

branch. He will serve dealers in east Georgia.

Minnix was transferred from Huttig's Roanoke, Va., branch. He will work south Georgia.

Hopson was transferred from the St. Louis branch of Huttig. He will call on north Georgia dealers.

"Bud" Huttig of St. Louis is a specialty salesman, covering the state.

Nester is the warehouse superintendent. He was transferred from the Birmingham Sash and Door Co., subsidiary of Huttig.

The assistant manager of Huttig's new Atlanta branch will be Rodney Sperry, formerly at the Roanoke branch.

Roth specializes in hardwood flooring sales and Trent Moore has been added to the pine lumber sales staff by Roberts.

WASHINGTON, D. C.: Washington offices of the **Dant and Russell Sales Co.** were enlarged last month to take care of increased business. Still in the Investment Building at 15th and K Streets, N. W., the offices are in Suite 1136-1144.

DALLAS, TEX.: The **United States Plywood Corp.** plans a modern office and warehouse at 8650 Denton Drive, to be opened early in 1956. H. C. McFarland, Southwestern division manager, said the 50,000-square-foot building will cost around \$350,000. The division covers six states.

NEW ORLEANS, LA.: **Olivier, Inc.**, has been appointed a distributor for Chambers built-in cooking equipment. The firm also distributes the Youngstown Kitchen cabinet and sink line, which includes a model to fit with Chambers' new "Liftop" top burner unit.

SHREVEPORT, LA.: **Southern Wholesalers, Inc.**, has added the Youngstown Kitchen line to other products it distributes in northern Louisiana, southern Arkansas, and northeastern Texas. A. F. Jennings is president and M. F. Freeman in charge of sales.

SHREVEPORT, LA.: **Gaiennie-Helm Wholesale, Inc.**, has changed its name to **Gaiennie Wholesale Lumber, Inc.**.

GREENSBORO, N. C.: The **Enesco Supply Co., Inc.**, are new distributors of Lamidall plastic laminate and Kalwood matching moldings for wall and surface coverings. Now in their 12th year of distribution to dealer trade, Enesco will warehouse complete lines of both products. Chester O. Ensign is secretary-treasurer of the firm.

ATLANTA, GA.: William F. (Bill) Mitchem has succeeded Evans McKinney as a Georgia sales representative for the **Steel City Lumber Co.** Mitchem formerly was manager of the Lumbermen's Supply Co. in Nashville, Tenn., and a salesman for the Celotex Corp. He and Elwyn Settle are covering Georgia for the Steel City lumber wholesaling firm.

ATLANTA, GA.: Evans McKinney, former salesman for the Steel City Lumber Co., now is operating his own wholesale forest products business here under the trade-name of **Evans McKinney Lumber Co., Inc.**

MEMPHIS, TENN.: John McCall, vice-president in charge of lumber sales for the **Southern Millwork and Lumber Co.**, announces the appointment of C. F. (Chuck) Lance as his firm's sales representative for Georgia and South Carolina. Lance pre-

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It all adds up to selling the WAY PEOPLE WANT TO BUY. Once you set up your merchandising this way, more new business will be yours just for the asking. If your salesmen don't know how to make an instalment sale, have them learn through "Promote and Prosper," or with the help of your nearest ABC field office. It will pay you to take advantage of the powerful sales and merchandising helps ABC has available for you.



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General Office: Box 3426 Terminal Annex, Los Angeles 54

viously was connected with the Tennessee Fabricating Co. in Memphis. He will headquartered in Atlanta, Ga., to serve dealers in Georgia and South Carolina.

ATLANTA, GA.: W. R. (Pete) Tucker is now city salesman for the **Addison-Rudesel Co.** building material wholesalers, here. He formerly was a sales representative for Associated Distributors, Inc., and before that he was connected with the Baldwin Lumber Co. in Cornelia, Ga. Tucker is an active member in the Atlanta Hoo-Hoo Club.

Air Control in Atlanta

A new warehouse for distribution of the door and window products of Air Control, Inc., of Miami, Fla., has been opened in Atlanta, Ga., at 495 Fourth Street, N. W. Managed by James Hewell, this branch operates under the name of Air Control Products, Inc., of Georgia.

According to Hewell, the branch will stock and supply to dealers Air Control awning and jalousie windows, jalousie doors, and shower enclosures.

Hewell is an architectural grad-

uate of the Georgia School of Technology. He recently had served as manager of the window department of Maxwell and Hitchcock, Atlanta building products distributors.

New SSDJA Pamphlet Shows Need for Jobber

"A Program to Improve Your Business" is a new publication of the Southern Sash and Door Jobbers Assn., Memphis, Tenn., which shows how jobbers aid both the manufacturer and the retail dealer.

The first paragraph of the pamphlet points out that the millwork jobber "takes over for the manufacturer the cost of warehousing, handling, billing, credit, and sales." For the dealer, he supplies materials on short notice.

SSDJA adds that "this efficient teamwork makes for elimination of wasted effort, exorbitant cost, unnecessary delays and slow turnover. Actually, then, the jobber is a part of both the manufacturer and the retail lumber dealer."

The pamphlet shows that members of SSDJA have more than 250 warehouses and plants; over 10,000,000 square feet of warehouse space; over 1,000 managers and salesmen and nearly 9,000 other employees; over 1,000 delivery trucks in operation, and a total average monthly inventory of over \$50,000,000.

"Knotless" Paneling

A constant source of compliments on the attractive Jacksonville, Fla., home of Mrs. A. Y. Smith was the knotty cypress wood ceiling in the living room — until lightning struck!

The bolt of lightning and accompanying thunder knocked every knot out of the ceiling, but did little damage otherwise.

Alabama Roofers Meet

Members of the year-old Alabama Roofers and Sheet Metal Contractors Assn. have scheduled their first statewide conference for November 10-12, at Holiday Inn in Birmingham.

This state organization is the outgrowth of a progressive Birmingham Roofers and Sheet Metal Contractors Assn., which expanded after so many requests from contractors throughout the state to join.

President Herbert Chisenhall and Conference Chairman Jack Halfacre announced that nationally-prominent speakers have been invited to bring helpful information for all roofers and sheet metal contractors.

THE
QUALITY AND UNIFORMITY
OF
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LUMBER PRODUCTS

starts in the forest and continues through manufacture, seasoning, grading and shipping. TW&J's balanced service includes the distribution of all West Coast lumber products — a convenient one-call service for lumber buyers.

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hoo-hoo LOG

Tampa, Fla., Club: A motion was made and carried that John Dolcater, retiring Snark of the Universe, be made a life member of the Hoo-Hoo club and that the club should pay his national dues. An appropriate scroll of wood is scheduled to be presented to him by fellow club members.

Columbia, S. C., Club: This progressive club is now entering its second year. William Hamson is new president.

At the September 19 meeting, Charles Sowers told of the Department of Labor's program of study courses. The club was invited to select a course it would like to promote, subsidizing the state's payment to secure a competent instructor.

Three committees were appointed. The Publicity Committee includes: Charles Flory, chairman, Julius McCallum, and Alfred N. Hinson. Program Committee: Ed Hinson, chairman, Bob Davis, and Lynn Vaughn. Membership Committee: John Autry, chairman, Banjo Clark, and Ralph Blume.

Greater Miami, Fla., Club: Miami Cats met jointly with the Florida Lumber and Millwork Assn. at the Miami Shores Country Club September 20. Members voted unanimously to hold such a joint meeting once a year.

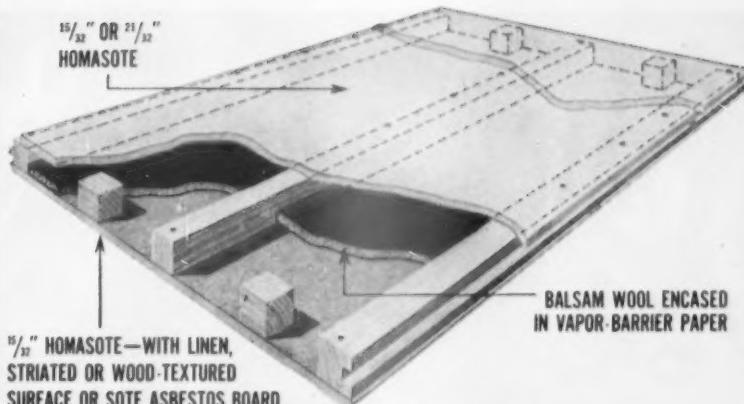
Fred Grooms was appointed chairman of a committee to visit sick members and see that they get flowers from the club. Other committee members are Dale Kraer, Jack Kendall, and Dick Mullins.

Baltimore, Md., Club: Keith Molesworth, vice-president of the Baltimore Colts, and several of the players showed a film and commented on points of a recent game at the October 24 meeting. Baltimore Cats have initiated a team system to encourage better attendance. Members of the winning team will receive a free dinner at the last meeting of the year.

The Cats rounded up a series of golf matches October 21, at the Argyle Country Club at Lay Hill.

Corpus Christi, Tex., Club: Highlights of the 1954 Southwest Conference football games were shown at the October meeting through the help of Club President Jim Bradford, a former SMU gridiron great.

"Doc" Odom is new state deputy snark for this area.



ANNOUNCING WILSON AIR-COR ROOF DECKING

—makes condensation problems
a thing of the past
—custom-made to your
specifications

No matter what the interior or exterior conditions—of climate, temperature or humidity—you need no longer have a condensation problem. The solution—as presented in Wilson Air-cor Roof Decking—is scientific, unique, yet amazingly simple.

Two air channels, running the length of each 2' x 8' panel, insure continuous air circulation across the entire roof—automatically and in sufficient volume to absorb all normal condensation. For extreme conditions, forced air could be used.

Use this scientifically engineered roof decking on flat or pitched roofs—and on any type of structure. Then apply built-up roofing, shingles, slate or metal, as your design requires. The panel is designed for rafter spacing up to 48" o.c.; nail holes are pre-drilled to your order.

The strength is there; the insulation value is there. (With built-up roofing and 15/32" Homasote, the U factor is 0.15.) Here is new insurance on air-conditioning investments.

Each panel is made up of three 2" x 2" wood members, 12" o.c., horizontally. On one edge is a wood tongue; on the other a groove. The top and bottom sheets are weatherproof Homasote. According to your specifications, the top sheet may be either 15/32" or 21/32" in thickness; the bottom sheet (which can serve as finished ceiling) may be of Standard, Striated or Wood-textured Homasote or of Sote Asbestos Board.

The top piece overlaps 9/16" on the groove side, thus shutting out moisture (and also the asphalt of built-up roofing). The bottom piece has a 45° bevel on each side. This overlaps the wood members by 1/32" to insure a tight joint between sections. Between the wood members—over the bottom piece—a barrier of 1/4" Balsam Wool, completely encased in vapor-barrier paper, is glued. At each end of each panel two wood blocks—1 1/2" x 1 1/2" x 1 1/2"—provide for satisfactory nailing to rafters or joists. Panels are easily cut to any dimension (or supplied in special lengths, to order).

Sound-deadening partitions and sub-flooring. For interior, sound-deadening partitions, Wilson Air-cor Panels are supplied in 2', 3' and 4' widths and in heights up to 11' 2". The combination of Homasote and Balsam Wool creates an unusually efficient sound-deadening barrier... For use in partition walls, the Homasote surfaces are applied as panels beveled on both sides—and without overlap... For sound-deadening between floors, use the panels as sub-flooring; nail the finished flooring direct to the wood members of the panels.

Wiring—An additional advantage of the air cores is that electric wiring—whether conduit or cable type—may be passed across the roof, thus wiring the building from above. This is not only the most economical method, but permits the placing of light fixtures wherever desired.

Our Engineering Service is available to work with you on any specific problems of roof decking, partitions or sub-flooring. Let us give you complete details and specifications. Kindly address your inquiry to Department L-14.



HOMASOTE COMPANY
TRENTON 3, NEW JERSEY



Dealers from throughout the South and Southwest poured into Cleveland last month for the Building Products Exposition and annual meeting of the National Retail Lumber Dealers Assn. Special sleeping cars took a large Texas delegation.

Among those attending from the Southwestern Lumbermen's Assn. and taking an active part in the board meeting and clinics were the sextet at left, above. They include, seated, Leslie G. Everitt, Long-Bell vice-president, Kansas City, district NRLDA executive committeeman, and C. M.

McAllister of Garden City, Kan., Southwestern Lumbermen's Assn. president. Standing, from left, are Sam M. Arnold, Kirksville, Mo.; Kenneth Milliken, SLA secretary-manager; W. B. Kennedy Jr., Oklahoma City, who was chairman of the Farm Clinic Committee, and J. R. Grobmyer, Little Rock, Ark.

On hand from West Virginia were the three men shown standing above. From left they are John F. Barr of Fairmont; Sam H. Diemer, secretary of the West Virginia dealer association, and C. I. Cheyney of Bluefield.





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 Petoskey, Mich. • Bath, Pa. • Des Moines, Iowa

DISTRIBUTING PLANTS: Chicago • Milwaukee • Detroit

association activities

NRLDA Board Told of Need for Home Improvement Drive

RAY SCHAUER IS NEW NRLDA PRESIDENT

WHY '56 will be "the year to fix" and for dealers to push "Operation Home Improvement" was detailed to the board of directors of the National Retail Lumber Dealers Assn. in Cleveland, Ohio, October 9-10.

John Ryan Doscher, executive director of Operation Home Improvement, reported that 27 trade associations and over 40 manufacturers of building products were joining hands in this industry-wide campaign to improve America's homes.

With one out of every 10 houses already a slum problem, with four out of the other nine homes needing substantial improvements, and with over \$60 billion in advertising of building materials, home equipment, and home financing planned for 1956, Doscher said the building material dealers should cash in on this modernization business by taking these five steps:

1. Push home improvements.
2. Join in the OHI campaign.
3. Identify self with the OHI ads.
4. Pledge to serve as a clearing-house of modernization improvement information and services.
5. Use the OHI seal in all advertising and letters.

Watson Malone III, NRLDA president, urged dealers to help the public work out the four main steps involved in any modernization project: developing plans or designs, selecting the right quantity of the right materials, arranging for time-payment financing, and locating competent and available workmen. We dealers should make our stores the home improvement centers for our communities, Malone said.

F. T. McGuire Jr., Cleveland dealer and chairman of Cleveland Modernization, Inc., reported on plans for "Operation Demonstrate," the pioneer local drive to get people to "live right where you are" by improving your homes. He urged the dealers to help initiate and execute similar modernization campaigns in their communities.

Norman P. Mason, commissioner of the Federal Housing Administration, predicted that our nation would build another 1.2 million new homes during 1956. He said the Administra-

tion is determined to give emphasis to urban renewal and improvement of middle-age houses, and is studying steps to take in providing safe,

economical housing for our growing group of old-age "senior citizens."

Mason said FHA is working over the 40 MPR books now in effect to

R. F. Slaughter Lumber Corporation
LUMBER, MILLWORK AND BUILDING MATERIAL
Binswanger & Company
Leigh & Roseneath Road
Richmond, Virginia
May 23, 1955

Gentlemen:

Please ship immediately the following AIR SEAL WINDOW UNITS:

6	2 ¹ -8" x 4 ¹ -6"	12 LT.SS.
6	2 ¹ -4" x 3 ¹ -2"	
1	Twin 3 ¹ -0" x 3 ¹ -6"	
8	2 ¹ -4" x 3 ¹ -2"	
7	3 ¹ -0"	
2	2 ¹ -0"	
6	2 ¹ -0"	
1	Twin 3 ¹ -0"	
5	"	
1	"	
4	P/	

This order of 63 units
is the 21st order from
R. F. Slaughter Lumber Corp.
in 30 days! Isn't that the
best possible proof
Air Seals sell
faster?

WHY DO

Air Seals SELL FASTER?

BECAUSE... Lowest cost, high quality window unit. Easiest operating, too. Never sticks, never binds. Order AIR SEALS now for bigger window unit profits!

SOLD ONLY THROUGH SASH & DOOR DEALERS
Manufactured By
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INCORPORATED

3300 W. LEIGH ST. RICHMOND, VA.	334 WORTH ST. FAYETTEVILLE, N. C.	MACON & WASHINGTON STS. GREENSBORO, N. C.	206 5TH ST. N.W. ROANOKE, VA.		
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simplify and update the minimum property requirements for government-insured housing.

Russell Nowels, chairman of the Committee on Merchandising and Public Relations, urged dealers to modernize their advertising, displays, and personal selling programs to meet the personal inquiries that will stem from national advertising and editorial features on home improvements in consumer and shelter magazines.

Public Relations Director E. B. Wilson told how NRLDA was promoting the use by product advertisers and magazine editors of the desirable directive, "If you are plan-

ning to build anything, see your local lumber dealer first." He reported that 45 national advertisers were already boosting dealer recognition in this way.

Reporting for the Committee on Labor Relations, John Alexander Jr. recommended that the national association interest itself in all labor legislation under consideration in Washington — and not just that pertaining to yard personnel.

Executive Vice-President H. R. Northup said that NRLDA would continue to champion the exemption of the lumber retailer from the Wage-Hour Law by clearly defining his distribution function. He an-

nounced that workshop packages of data would be produced from the six exposition clinics for use by regional, state, and local groups of members.

The third generation to head his firm, Watson Malone III, of Watson Malone and Sons, Philadelphia, declined to be nominated for a second term as NRLDA president. He was given an engraved plaque and set of golf clubs in appreciation of his leadership.

Ray A. Schaub of Whiting, Ind., was advanced from first vice-president to president. He has been active in the leadership of the Lumber Dealers Research Council and the national dealer expositions.

Paul R. Ely of North Platte, Neb., moved up to the first vice-presidency. He was succeeded as second v.p. by James C. O'Malley of Phoenix, Ariz. H. W. Blackstock of Seattle, Wash., continues as treasurer; H. R. Northup as executive vice-president, and Edward H. Libbey as secretary.

The board voted to hold the next NRLDA annual meeting and exposition for dealers in Chicago, Ill.



MULTI-PURPOSE, COMPLETE PRE-GLAZED, PRE-SCREENED

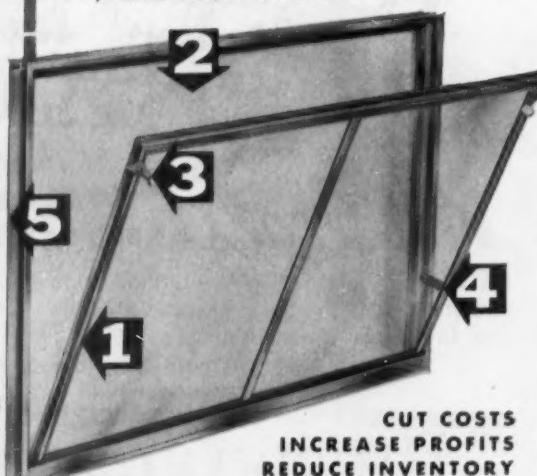
PACKAGED ALUMINUM WINDOWS

Stock these versatile "TWIN-LOK" Units
and be ready for any Window Buyer!

CHECK THESE "TWIN-LOK" FEATURES:

- 1** FACTORY glazed.
- 2** FACTORY screened with aluminum wire mesh.
- 3** "TWIN-LOK" self-adjusting hardware.
- 4** 3-STOP automatic opening adjustment.
- 5** INTEGRAL FINS automatically fit together for mullioning.

The only TOP QUALITY aluminum window at LOW COST! Open the package and it's ready for use anywhere! All hardware in place . . . glazed and screened. Can be mullioned vertically or horizontally without nuts, bolts or screws.



Some Territories Still Available.
Write our nearest location today for complete details.

AMERICA'S OLDEST RESIDENTIAL WINDOW MANUFACTURER

CROFT STEEL PRODUCTS, INC.
McCOMB, MISS. • JAMESTOWN, N.Y.
CROFT LOUISIANA, INC., Lafayette, La.



68th Southwestern Meet Set for January 25-27

The 68th annual convention and building materials exhibit of the Southwestern Lumbermen's Assn. will feature the theme, "Profit With Progress." It will be held in Kansas City, January 25-27, 1956.

A new idea will take the spotlight in the exhibition hall — a "How-To-Do-It Circus." Under a circus tent, leading manufacturers and suppliers will demonstrate applications of their products at intervals throughout the convention. Dealers and their employees can pick up valuable tips for explanation to their Do-It-Yourself customers here.

Nearly 250 exhibits will show point-of-sale ideas, and dealer attendance is expected to set a record in 1956.

A Central Housing Bureau is being used for this convention to expedite all hotel room reservations. A copy of the hotel application form can be secured by writing to the Convention and Visitors Bureau, 1030 Baltimore Avenue, Kansas City 5, Mo.

District Meetings in Missouri, Kansas

Missouri and Kansas retail dealers scheduled a series of district meetings for fall.

Members of the Central Missouri Assn. of Retail Lumber Dealers met

at the Bothwell Hotel in Sedalia on October 27. The afternoon meeting featured several speakers, including Fred G. Johnson, trade promotion manager of the Weyerhaeuser Sales Co. A banquet in the evening closed the one-day session.

The Ozarks Lumbermen's Assn. met November 3 in Springfield, at the Kentwood Arms Hotel. Speakers included G. Kenneth Milliken, who talked on association membership as "An Investment — Not an Expense"; Max K. Doehler, who discussed the Southwestern Lumbermen's new insurance and savings program, and Carl R. Johnson, C. P. A., who talked on "Controlling Costs More Effectively."

Milliken and Doehler will join several other speakers in addressing the Mo-Kan Lumbermen's Assn. at a November 10 meeting in St. Joseph. This group include both Kansas and Missouri dealers.

Members of the Northeast Missouri Lumber Dealers Assn. plan to meet at the Jefferson Hotel in Macon, November 17. Speakers will include William Partee of Hannibal, Mo.; SLA's Ken Milliken; John Zander of Kansas City, and Louis Chackus of St. Louis. Partee, formerly with Long-Bell, will discuss price-profit factors. Chackus will speak at the banquet.

Oklahomans Urged to Check Costs and Prices by Two Convention Speakers

TWO PRINCIPAL speakers appearing before the ninth annual convention of the Oklahoma Lumbermen's Assn. in Oklahoma City, October 20-21, said that retail lumber and building supply dealers (and retailers in most other fields) have little conception of their real cost of doing business; their stable market of the past is gone forever, and there are good prospects for a temporary decline in the housing boom.

With a companion merchandising show, expanded this year from 165 to 210 booths, the convention in Oklahoma City's Municipal Auditorium drew a record attendance in excess of the 2,100 recorded last year. There were 900 advance registrations and 850 additional the first day alone.

With the subject, "Your Cost of Doing Business," Paul Hollenbeck, president of the Lumber Service Co. of Burbank, Calif., was the speaker who told dealers to bid farewell to the stable markets of prior to 1940 and accept a new concept of doing business. Contending that retail lumbermen operate on a cost of doing business that is far less than any

other retail business, he added:

"The ultimate answer to our problem lies in getting paid for what we do. This sounds simple, but isn't. Our practice has been to take our average cost of doing business and apply mark-ups that theoretically result in net profit. But it is a simple matter to get a lumberman to cut his price after he has set it. All you have to do is tell him someone else is selling it for less.

"If he knew more about his cost of doing business, about his price structure, and the effect of discounted prices, he wouldn't be ready to believe others sell for less, or that he could afford to meet the price.

"The first requisite of a price structure is knowledge of the cost of doing business. Second is knowledge of how to arrive at a price that will return a satisfactory profit. Third, and perhaps most important for pricing merchandise, is knowledge of what a fair return or net profit really is.

"Only when you get to the point where you are willing to sit down with pencil and paper and properly analyze your business, then project

BUILDING SUPPLY JOBBERS and DEALERS —

YOU'LL
SELL
MORE
with

VISADOR

the PREFABRICATED lights and louvers you can install in hollow or solid-core doors in MINUTES!

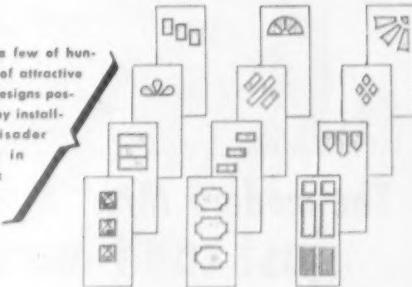
(Sold through Building Material Jobbers and Door Manufacturers ONLY!)

Send NOW for our new, colorful, illustrated Visador Catalog V-7A.

ADVERTISING MATS AND OTHER SALES HELPS available to our jobbers.



Only a few of hundreds of attractive door designs possible by installing Visador lights in blank doors.



VISADOR — a finer product nationally known for its superior quality, fine craftsmanship, and expert styling.

JOBBERS: Write today for information and prices on Visador lights and louvers (PREFABRICATED for quick and easy installation in your own blank doors) and for our complete installation kit.

DEALERS: Contact your jobber for doors glazed with Visador lights — or for your cost on Visador lights and louvers for your own installation. Write for list of Visador jobbers in your trade territory.

the **VISADOR Co.**
P. O. BOX 10312 • DALLAS, TEXAS

that analysis into selling prices, will you gain confidence from knowledge that those prices are right—and will you make satisfactory net profits.

"Get yourself a plan and stick to it unless it doesn't work," Hollenbeck advised. "If it doesn't work, change it, get a new plan. Be unwilling to operate your business without profit."

If there was a need for such a discussion before Oklahoma dealers, it was doubly supplied after appearance of the second principal speaker with a similar subject, "The Decline

in Business Profits Must be Stopped." He was Richard E. Snyder, economist and editor and publisher of "National Markets," Chicago. It was he who told dealers:

"I think there will be a day of reckoning in the housing boom, with a temporary decline, and maybe it is here now. One sign is the recent tightening of mortgage money."

He had previously cited a steady and continuous decline of business profit at the retail level with a rising tide of failures—717,000 retail failures from 1948 through 1953—with a

manufacturer's outlet lost for each.

"There are two major reasons for business failures," he said, "one being that small, middle-sized, and even some big retailers don't know their true costs of doing business. The second is that so many haven't the slightest knowledge of how to maintain effective control over inventories.

"That many manufacturers are not retail-minded and are growing less so is suggested by the apparent increase in the practice of bypassing established and legitimate trade channels."

Snyder recited 10 questions which, if answered conscientiously and thoroughly by individual management, can contribute greatly to business solvency and stability. These are:

1. Are sales keeping pace with the trend, or the rate of sales in the industry?
2. What is our credit position?
3. What is the credit position of our customers?
4. Are we avoiding duplication of orders and long commitments?
5. Is the current inventory-sales ratio getting out of line?
6. What would be the effect on inventory and profit position if sales dropped 5, 10, or 15 per cent?
7. If some merchandise moves slowly, what is the cause?
8. Is merchandise priced out of line?
9. Is better merchandise available?
10. Are there any leaks in our expense structure that can be plugged?

The convention had two afternoon business sessions, with one of the two quoted speakers featured for each.

The morning the convention got under way, the association board met in executive session and chose these officers: T. J. Hughes of Cushing, president, to succeed Alfred Leonhardt of Oklahoma City; Ira Crews of Tulsa, first vice-president, and Ival Gleason of Oklahoma City, treasurer.

Following the principal address Thursday, George Messner, representing the Lumber Dealers Research Council, discussed the Lu-Re-Co panel system of house construction and showed a short film. Then his dealer audience adjourned from the Mirror Room to the concrete apron in front of the auditorium, where a crew of Long-Bell workmen erected the wall panels and roof of a Lu-Re-Co house in 2½ hours.

After the business session Friday, Garland Francis, manager of the Lumbermen's Investment Corp. of Texas, explained that mortgage financing agency's function and Oklahomans discussed plans for one similar to it to supply needed mortgage funds in their state.

Following a buffet luncheon for officers, directors, and trade-press representatives, retiring President Leonhardt expressed appreciation of the help extended by trade journals in organizing and developing the

Another good reason why it pays to be a Dickey Dealer



The modern Mrs. just can't harm Dickey pipe

Modern house sewers take a lot of abuse . . . the savage action of powerful drain openers . . . the scalding water from washing machines . . . the abrasive grit from floors and scrubbings . . . the subtle attack of household cleansers, detergents . . . the bulk of ground garbage . . . the vicious cutting blades of rotary sewer cleaners. But if you sell home owners Dickey house connections, they can forget these dangers . . . because Dickey Pipe resists them all.

Serving the Sanitary Needs of American Communities—



Dickey Sanitary
Salt-Glazed Clay Pipe
ALWAYS IN DEMAND

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

If it's made of clay it's good . . . if it's made by Dickey it's better



Officers of the Oklahoma Lumbermen's Assn. are seen at left following their election in Oklahoma City last month. From left they include Alfred Leonhardt of Oklahoma City, retiring president; T. J. Hughes of Cushing, new president; G. P. Sharpe of Oklahoma City, retiring treasurer; Ival Gleason of Oklahoma City, new treasurer, and Ira Crews of Tulsa, new first vice-president. W. M. Morgan of Oklahoma City is the association manager.

Oklahoma Lumbermen's Assn.

More than 40 Kittens were initiated into the Hoo-Hoo lumbermen's fraternity in a concatenation at the Oklahoma Club. International Secretary Ben Springer was a visiting officer. There was a "ladies only" party that same evening. The entertainment climax was the annual banquet, floor show, and dance.

During the convention Manager W. M. Morgan directed special attention to leaflets announcing an encore of two OLA short courses. One is for training lumber and building material dealer personnel to develop a repair, remodeling and light construction department. This short course will be held at Oklahoma A & M College, Stillwater, March 8-10.

The other short course is the third annual building supply sales training course for women. It will be held in Norman at the University of Oklahoma, February 13-17.

Materials Handling Covered in DOG Chapter

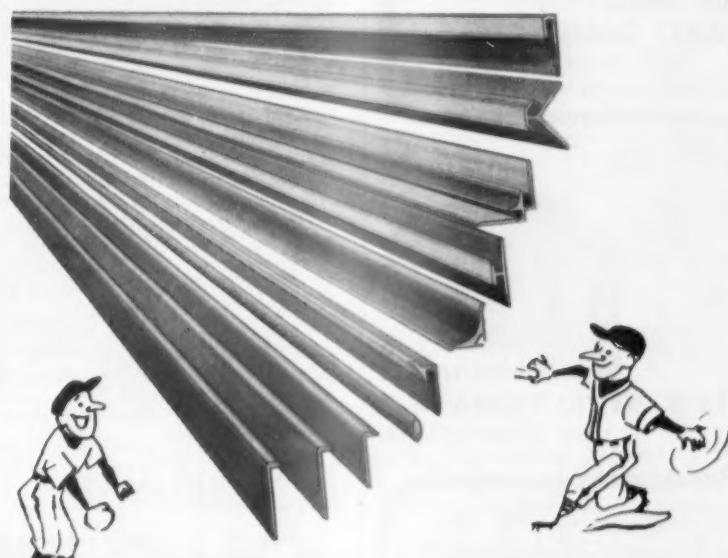
The latest Dealer Operating Guide chapter mailed to members of associations affiliated with the National Retail Lumber Dealers Assn. is entitled "Mechanical Handling of Building Materials."

It points out that many retail lumber dealers have reduced their yard labor costs as much as 25 per cent by careful planning of material handling methods.

This chapter cites benefits of yard mechanization in reduced expenses, improved service to customers, increased storage space, and improved morale among employees.

A section on "Yard Requirements" discusses pavement and terrain, width of aisles and bins, height of doors and sheds, nature of materials handled, and the number of men employed in the yard.

Another section lists specific savings in time and man hours.



NO SQUEEZE PLAY

with AFCO

METAL MOULDINGS

No squeezing the edges of pre-finished wall panels when you use AFCO metal or hardboard moulding because the moulding is made to fit the panel. Wallboard sections of AFCO metal mouldings are extruded so that the panels slip in easily and fit snugly. No need to push or force pre-finished wall panels when you have AFCO's perfect fitting metal or hardboard mouldings. All face metals chromodized—will not rub off—without extra charge. Over 70 other extrusions available for immediate shipment. All outside edges of AFCO pre-finished wall panels are trimmed and bevelled to provide attractive appearance and neat installation.

A & F TILEBOARD CO.

ALEXANDRIA, LOUISIANA

ARROW

AUTOMATIC

TACKERS

**Save TIME, LABOR & MONEY
for ALL-AROUND FASTENING
in the BUILDING INDUSTRY**



**T-32
GUN TACKER
FAST! COMPACT!**

USED WHERE LIGHTER,
SHORTER STAPLE IS NEEDED.



**T-50
GUN TACKER**

POWERFUL! VERSATILE!

USED WHERE HEAVIER,
LONGER STAPLE IS NEEDED.



**HT-50
HAMMER TACKER
EASY...WRIST ACTION!**

HAMMERS STAPLE HOME
WITH EACH BLOW.

**Building contractors and
sub-contractors everywhere
use Arrow Staple Tackers
for INSULATING, ROOF-
ING and many other fasten-
ing applications! Look INTO
IT TODAY!**

ARROW FASTENER COMPANY, Inc.
1 Junius St., Brooklyn 12, N. Y. Dept. SBS
Please send descriptive brochure and prices on
Arrow Automatic Tackers.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____
My supplier is _____

North Memphis Firm Buys Best Lumber Co.

The North Memphis Lumber Co. made its second large business acquisition this year with the purchase of the Best Lumber and Millwork Co. at 2665 Broad Street in Memphis, Tenn., last month.

The sale was announced by W. G. Best Jr., who retained his interest and position of president in the Best Hardware and Appliance Co. The Best Lumber and Millwork Co. had acquired the business of Caruthers Sons Lumber Co. in Memphis in 1954.

Purchase of the Best lumber yard by the North Memphis Lumber Co. followed its acquisition of the Gates Lumber Co., one of the South's largest millwork firms, at 1253 South Bellevue in Memphis.

Max Pinkerton, president of the North Memphis company, said all three concerns would continue operation under their original names. All three now sell Curtis millwork products, franchise for which was held by Best. Pinkerton said the acquisition of the Curtis franchise was a principal reason for the purchase of the Best company.

Other officers of the North Memphis Lumber Co. are Ray Sharp Sr., vice-president, and Ray Sharp Jr., secretary-treasurer.

OBITUARIES

LEO. J. HARRIS, 65. Concordia, Kan., lumber dealer; past-president, Kansas Lumbermen's Assn.; director, Southwestern Lumbermen's Assn.

ED LENGEFELD. Owner, Lengefeld Lumber Co., Temple, Tex.

H. B. SCOTT, 62. Manager, Weslaco Lumber Co., Weslaco, Tex.

H. G. LEONARD, 81. Founder and vice-president, H. G. Leonard Lumber Co., Vernon, Tex., and Mangum, Okla.

HOWARD A. McNINCH SR., 32. Owner, General Building Supply Co., Columbia, S. C.

HUGH SANDIFER ALEXANDER, 65. Partner, H. N. Alexander and Sons Lumber Co., Greenville, Miss.

W. E. McGEHEE, 77. President, Jackson Lumber Co., Jackson, Miss.

GEORGIA

SAVANNAH: McCarthy, Inc., is a new building supply firm here. A charter was granted to Thomas N. McCarthy, Julian F. Corish, and A. Leopold Alexander.

MACON: The Central Sash and Door Co., one of Macon's oldest millwork and building material firms, has a newly remodeled store at 358 Second Street. It is operated by Alfred R. Willingham Jr., R. J. Carmichael, and John R. Randall.

MISSOURI

GIDEON: W. O. Hunter, who has been with the Gideon-Angerson Lumber Co. for 43 years, is now semi-retired. He will serve three days a week as city water collector and be on call for help at the lumber yard. He is a brother-in-law of the late W. P. Anderson, company founder.

IBERIA: Wayne Barnhart and Louis Moneymaker have bought the Southside Lumber Co. from Henry Thomson. The new owners plan improvements of the yard and building before a grand opening.

CARTHAGE: Homer L. Stanley, owner and manager of the Stanley Lumber Co., retired October 1. He was succeeded by his son-in-law, Bruce Vaughan, who has been with the firm since 1928. Stanley was employed by the Thomas Lumber Co. in 1901, bought an interest in the firm in 1911, and bought out the firm and gave it his name in 1945.

CAMERON: The Cameron Lumber Co. has been remodeled. The office now is directly in front of the door instead of to the right. A store room for nails and glue and a utility room have been added. The old office space now serves as a display area. Manager Moran added a new furnace.

SOUTH CAROLINA

CHARTERS OF INCORPORATION: Greenwood Lumber Co., Greenwood.

KENTUCKY

TOMPKINSVILLE: A large mill, owned and operated by the Monroe Lumber Co. near Tompkinsville, was destroyed by fire recently. Included in the loss were about 10,000 feet of lumber, asbestos siding, builders hardware, and paints.

LEXINGTON: The Barnett and Gaines Lumber Co. has added "Stopher" to its name, following the reorganization after Robert Stopher bought into the firm. Now known as Barnett, Gaines and Stopher Lumber Co., the firm has recently completed a remodeling program. The organization is prepared to handle any building or remodeling job.



dealer NEWS

OKLAHOMA

TULSA: John W. Sherman is new president of the Tulsa county chapter of the Oklahoma A and M Assn. He is secretary-treasurer of the Tulsa East Side Lumber Co.

HOLLIS: R. P. Patton has been promoted to division manager, over 19 lumber yards and building supply stores owned by the Cicero Smith Lumber Co.

TEXAS

PLAINS: The Walter Hales Lumber and Supply Co. recently enjoyed a successful "open house" to show off its new building. Some 300 persons registered for the five prizes given away.

HOUSTON: The Montalbano Lumber Co., which has served Houston

for half a century, recently opened a second lumber yard at 2111 Jensen Drive.

DENISON: Burglars managed to open the safe of the Burton-Lingo Lumber Co. recently and to take \$517.30. Manager Wes Steger said the burglar apparently gained entry to the yard by climbing over a heavy-gauge cyclone fence and had pried the knob off the wall-mounted safe after using a stick to pry a rest-room window open.

PECOS: The Airlawn Lumber and Hardware Co. recently opened in the Airlawn business section. Orval Boulter is manager of the new yard, assisted by Dub Trammell.

CORPUS CHRISTI: Troy Selby, of the Selby-Lankford and Ewing Lumber Co., is one of the directors of a new firm known as the Corpus Christi Savings and Loan Assn.

WAXAHACHIE: The William Cameron and Co. yard here has been

completely remodeled, inside and out. Some 800 persons attended "open house" to announce the improvements to friends and customers. Harold Mazy is manager.

PILOT POINT: Floyd Rogers has been named manager of the Foxworth-Galbraith Lumber Co. yard here. He was transferred from Greenville.

GRAHAM: John C. Hammond is now general manager of the Morrison-Smith Lumber Co. In addition to the headquarters yard in Graham, the firm owns yards in Olney, Throckmorton, Seymour, and Graham.

CAMERON: The Anderle Lumber Co. has moved into a modern new building, with yard operations planned for greater efficiency.

NEDERLAND: The McCauley Lumber Co. has a new 900-square-foot showroom, which is air-conditioned for customer comfort.

Worth Selling! Worth Talking About! ARMSTRONG Sealing Compounds



33 GLAZING COMPOUND

For Either Wood or Metal Sash



"33" retains its life-giving oils, stays elastic, and keeps the bond between glass and sash permanently intact.



Ordinary putty loses its "life," becomes rock-hard, cracks, chips off. The bond between sash and glass is soon broken.

"33" is of smooth, uniform consistency that takes initial "set" at once. It can be painted immediately after application. "33" remains permanently E-L-A-S-T-I-C—never dries out or gets rock-hard. And never chips, cracks or loses its bond. Also ideal for patching nail holes and cracks before painting, setting plumbing fixtures, etc.



Rely-on CAULKING COMPOUND

Protects Property—Saves Fuel

An inexpensive way for home owners to eliminate Drafts, Dirt, Insects, Rust, Rot, Unightly Holes and Cracks Inside and Outside. "RELY-ON" adheres to practically any surface—wood, brick, glass, stone, tile, cement, masonry or plaster.

"RELY-ON" stays permanently E-L-A-S-T-I-C. It does not dry out or become rock-hard and will not crack, chip or crumble. Available in both cartridges and in bulk.

THE NAME OF YOUR NEAREST JOBBER WILL BE SENT UPON REQUEST

THE ARMSTRONG COMPANY 1001 East 103rd Street • Chicago 28, Illinois

OTHER PLANTS: Detroit . . . Dallas . . . Richmond, California . . . Charlotte, N. C.

Leading Manufacturer of Compounds for Glazing, Caulking, Sealing



EST. 1911

they're now available

FOR PRE-FABRICATED HOME "PACKAGES" AND ALL TYPES OF HOME CONSTRUCTION

Louv-r-Pak ATTIC VENTILATORS

Louv-r-Pak attic ventilators can be installed in 5 minutes or less! They fit all builders' requirements. Louv-r-Pak ventilators come ready-to-hang. Ease of installation saves costly labor "down time." No cutting or fitting required.

Louv-r-Pak attic ventilators are of rigid construction, made of top-quality galvanized iron. You'll be wise to investigate Louv-r-Pak attic ventilators!

- ✓ Check These Features
- ✓ Packaged . . . two to a package. Stores easily on job site
- ✓ 8-Mesh galvanized screen wire attached
- ✓ Quick availability . . . quick identification
- ✓ Ready to hang



The above typical Louv-r-Pak installation took only five minutes.

Here are the popular Louv-r-Pak sizes . . .

SIZE	PCN	SQ. FT.	VENTILATING AREA	BASE OPENING
8' Base	216/12	3.333	100"	100"
9' Base	216/12	4.215	212"	212"
10' Base	216/12	5.205	244"	244"
8' Base	3/12	4.000	100"	100"
9' Base	3/12	5.040	212"	212"
10' Base	3/12	6.250	244"	244"
4' Base	4/12	1.333	501/4"	501/4"
5' Base	4/12	2.083	621/4"	621/4"
6' Base	4/12	3.000	741/4"	741/4"
7' Base	4/12	4.063	861/4"	861/4"
8' Base	4/12	5.333	981/4"	981/4"
9' Base	4/12	6.750	1101/4"	1101/4"
10' Base	4/12	8.333	1221/4"	1221/4"
4' Base	5/12	1.466	50"	50"
5' Base	5/12	2.604	62"	62"
6' Base	5/12	3.750	74"	74"
7' Base	5/12	5.104	86"	86"
8' Base	5/12	6.666	98"	98"
9' Base	5/12	8.437	110"	110"
10' Base	5/12	10.41	122"	122"
4' Base	6/12	2.000	50"	50"
5' Base	6/12	3.125	62"	62"
6' Base	6/12	4.500	74"	74"
7' Base	6/12	6.125	86"	86"
8' Base	6/12	8.000	98"	98"
9' Base	6/12	9.333	110"	110"
10' Base	6/12	11.000	122"	122"
4' Base	7/12	2.333	50"	50"
5' Base	7/12	3.645	62"	62"
6' Base	7/12	5.000	74"	74"
7' Base	7/12	6.666	86"	86"
8' Base	7/12	8.437	98"	98"
9' Base	7/12	10.41	110"	110"
10' Base	7/12	12.000	122"	122"

Other sizes available on request

For additional information and prices, write or call

Louv-r-Pak COMPANY

P. O. Box 1841-H.H. Fort Worth, Texas
Phone FOrtune 8671

DISTRIBUTORSHIPS STILL AVAILABLE IN SOME AREAS

CANTON: The name of the Dove-Mills-Robinson Lumber Co. has been changed to the Free State Lumber Co.

LOUISIANA

KENNER: The Jordano Lumber and Supply Co. has completed an extensive remodeling and paint job on its office and display building on Airline highway. The interior has been paneled with knotty pine and modern lighting has been installed.

SHREVEPORT: The Economy Lumber Co. is now operating under new ownership. This firm went by the name of Hammett Lumber Co. before it was purchased by Leo D. Stevens, owner of the Stevens Lumber Co. The building has been completely remodeled and a fleet of six trucks added for fast delivery. Horace Jouett continues as sales manager under the new ownership.

ALEXANDRIA: The Alexandria Building Center, which recently held a grand opening, boasts a complete line of lumber and other building materials. The new building features some 9,000 square feet of floor space. Adjacent to the main store is a new storeroom.

LAKE CHARLES: McDonald, Inc., a building supply firm, has changed its name to the McDonald Lumber Co., Inc., and increased its capital to \$70,000.

MARYLAND

BALTIMORE: The Ace Lumber Co. has offered a \$1,000 reward for the arrest and conviction of the "human termites" who took lumber from the yard. During the last year, \$10,000 worth of lumber has disappeared from the firm's stockpile.

KANSAS

WICHITA: The Big Six Lumber Co. has moved from its old quarters to a new building at Hampton Road and Kellogg. The firm has established a self-service department. The modern design of the new building features Filon translucent corrugated plastic panels, alternated with glass, and redwood and birch woods on the exterior. Dick Bird is the owner.

BELLE PLAIN: Warren Hunt and Mildon Yeager have opened a new lumber company, to be known as the Warehouse Lumber and Supply Co. It also has a millwork and cabinet shop.

EUDORA: The Eudora Lumber

Co. recently awarded a free vacation trip for two persons in Mexico City, New Orleans, or Las Vegas to lucky customers. Second and third prizes were a TV set and a radio.

CUNNINGHAM: New manager of the J. B. Houston and Son Lumber Co. is Paul Spratt. He succeeded C. L. (Hap) Eckhoff, who resigned to become manager of a paint store.

OSAWATOMIE: Over 1,000 persons attended the recent opening of the Osawatomie Lumber Co. Joe Ritchie is yard manager.

ADMIRE: C. C. Wilson has bought the L. T. Hussey Lumber Co., formerly managed by the late J. W. Olsen. The name of the business was changed to the Admire Lumber and Hardware Co. Wilson announced that the building and yard would be extensively remodeled.

New Moe Light Plant in Hopkinsville, Ky.

The Moe Light Division of Thomas Industries, Inc., opened a new industrial plant at Hopkinsville, Ky., on October 3. It contains 115,000 square feet of manufacturing and warehouse space.

The new plant, said to be one of the most advanced in the whole country, will be devoted to the manufacture, processing, and shipment of residential lighting fixtures of Moe Light, a division of Thomas Industries, Inc., whose headquarters are in Louisville, Ky. Moe Light also operates plants at Fort Atkinson, Wis., and Princeton, Ky.

The new Moe Light plant in Hopkinsville will be under the direction of Kim Moe, vice-president in charge of branch plants, and Howard Stone, plant manager. Production is already in force. More than 200 employees are presently employed, with more to be added as equipment installations are completed.

Philip Carey Creates Eastern Sales Division

The Philip Carey Manufacturing Co., Cincinnati, Ohio, has announced the creation of a new Eastern division. It will include the sales districts of Charlotte, N. C.; Boston, Mass.; New York, N. Y., and Philadelphia, Pa., and the manufacturing facilities at Perth Amboy, N. J.

C. E. Howard has been named general manager, with headquarters at Perth Amboy.

Howard joined Carey in 1937 as a salesman and has held posts as Philadelphia assistant district manager, sales manager at Perth Amboy, and New York district manager.

manufacturers' NEWS

WAUSAU, WIS.: Harry Narlock has been appointed head of the quality control department of the **Silcrest Co.**, makers of Silcrest mill-work. He joined Silcrest in 1936 and has served as foreman of the frame department for the last four years.

ST. LOUIS, MO.: J. W. Coleman Jr. has joined the sales staff of the **Loxscreen Co., Inc.** He will represent Loxscreen tension screens in Missouri, Kentucky, southern Indiana, and Illinois from his St. Louis headquarters.

ATTLEBORO, MASS.: Paul E. Fair has joined the advertising department of the **American Sisalkraft Corp.** to specialize in sales promotion work. He will help expand sales promotion activities at the local level.

NORFOLK, VA.: Appointment of Fred C. Straw as sales representative for the **Barclay Manufacturing Co.** in the states of Virginia, North Carolina, and South Carolina has been announced by H. DePaul Darrell, Southeastern sales manager

for this maker of prefinished wall panels. Straw attended Virginia Polytechnic Institute. He formerly served with the BonaFide Genasco Corp. and the Continental Paint and Varnish Co. His headquarters will be at 1200 W. Ocean View in Norfolk.

KANSAS CITY, MO.: A group of Cincinnati and New York investors have acquired control of the **American Sash and Door Co.** through purchase of about 90 per cent of the common stock. No changes were made in personnel or policies.

AMARILLO, TEX.: **Tamko Asphalt Products, Inc.** has started construction on a new plant here. According to Miss Ethelmae Craig, executive vice-president, the firm will start operations in Texas with an initial production of 800 rolls of roofing paper daily. Expansion of the plant is anticipated later for production of a complete line of roofing products.

DANVILLE, ILL.: James L. Woodley has been made manager of the Danville plant of the **Hyster Co.**

makers of materials-handling equipment. He joined Hyster in 1945 and has been at the Portland, Ore., plant for the past two years.

LOUISVILLE, KY.: The **United States Plywood Corp.** has transferred the sales headquarters of its Flexible Materials Division to Louisville. The move was made from the New York office to coordinate more closely the sales and manufacture of Flexwood, flexible wood paneling for walls, and Kalistron, sheet plastic material for walls and upholstery.

WINNFIELD, LA.: The **Mansfield Hardwood Lumber Co.** has sold its Winnfield plant to the **Olin-Mathieson Co.** The plant has been in operation since 1910, producing both pine and hardwood products.

LANCASTER, PA.: Truman Jones and Edward W. Forth have been elected vice-presidents of **DeWalt, Inc.** Directors named Jones v. p. in charge of sales, elevating him from general sales manager. Forth is v. p. in charge of manufacturing, following his appointment as general superintendent earlier this year.

ROANOKE, VA.: Jackson B. Harper has been appointed a sales representative of the **Rubberoid Co.** He will serve distributors in southwest Virginia, east Tennessee, east

EYE APPEAL MEANS BUY APPEAL PAINT-ABLE KITCHENS



Go after your share of IDEAL Kitchen sales by featuring them in your displays, in your advertising, and in your sales presentations.

IDEAL Kitchen Cabinets are noted throughout the South for their beauty and convenience. Their superior features have won the hearts of thousands of housewives—your customers and prospects.

Made of beautiful Western Ponderosa Pine, IDEAL Cabinets can be painted or finished natural to harmonize with any color scheme.

They are made in a wide range of sizes and can easily be arranged to fit into any size or shape room.

Special units are available to solve storage problems and lighten kitchen work: Revolving Shelves, Service Bar, Mixer Cabinet, and a cabinet for built-in ovens.

Made by the makers of IDEAL All-Wethr Windows and IDEAL PANEL Doors

DISTRIBUTED BY BUILDING MATERIAL JOBBERS

*One of the oldest names
in steel windows —*

VENTO

now manufactures

ALUMINUM WINDOWS

• Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

Exclusive Features in

VENTO ALUMINUM AWNING WINDOWS



AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT . . . VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT . . . Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR . . . Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION . . . Nylon roller blocks at all friction points permit finger tip operation.

ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!

Also ask about

VENTO Steel Casement Windows, Basement Windows, Industrial and Commercial Windows (projected, pivoted and security types) Utility and Barn Windows, Formed Steel Lintels for Block and Brick Construction.

Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO
STEEL PRODUCTS
CO., INC.
253 Colorado Street
Buffalo 15, N.Y.

Kentucky, and northwest North Carolina.

PHILADELPHIA, PA.: Franklin L. White has been appointed manager of the air-conditioning division of the Philco Corp. Before joining Philco, White was with the York Corp. in an executive capacity.

PORT NEWARK, N.J.: The Wisconsin Door Co. has opened a new flush door plant here to serve East Coast jobbers. One of the main purposes of this plant was to lower freight costs for the Wisconsin Knight doors in this part of the nation.

LOS ANGELES, CALIF.: Employees of the Western Lock Manufacturing Co. presented President Carl Hillgren a cake in the shape of a door key and a silver service to commemorate his 25th anniversary in the manufacture of residential locksets. The presentation was made at a sales department banquet given by Western Lock during the recent builders hardware convention in St. Louis.



HAL B. LEWIS is a new salesman in the Carolinas for George J. Dinges Co., manufacturer's agent. From his home at 2814 Rockwood Road, Greensboro, N.C., Lewis will call on distributors for the seven manufacturer's lines for which the Dinges Co. is agent.

Dinges Adds 3 Lines and Carolina Salesman

The George J. Dinges Co., 800 Peachtree St., N.E., Atlanta, Ga., has been appointed manufacturer's agent by three more building products producers, according to President Dinges. These manufacturers are the Homasote Co. and the Nova Sales Co. of Trenton, N.J., and Keller Products, Inc., Manchester, N.H.

The Dinges Co. will represent the Homasote Co. and the Nova Sales Co. in Tennessee, South Carolina, Alabama, and Georgia. Among the products of these firms are sheathing, building board, roof decking, underlayment, air-core roof deck, asbestos-cement board, plastic and bamboo doors, glass jalousies, and Novacote waterproofings.

For Keller Products, Inc., the Dinges Co. will sell Kalwood matched mouldings for both Lamidall and Textolite plastic laminate wall and top surfacings in the Carolinas, Georgia, Florida, Alabama, and Tennessee.

Other manufacturers for which the Dinges firm is sales agent are International Molded Plastics, Inc., Mastro Plastic Corp., Woodall Industries, Inc. (Perforall and Lamidall), and Vadco Products, Inc.

Appointment of a new salesman for the Carolinas is announced by President Dinges. He is Hal B. Lewis, recently a salesman for the Barclay Manufacturing Co. in the Carolinas, and before that a salesman for the Rollins Supply Co., Greensboro, N.C., wholesalers. Lewis is a native

of Graham, N.C., a graduate of the University of North Carolina, and a U.S. Air Force veteran.

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Rock Hard
WATER PUTTY
WILL NOT SHRINK
STICKS AND STAYS PUT

Here's the one that
WON'T SHRINK
This modern plastic in
powder form makes
lasting repairs in tile,
wood or plaster. Pays
dealers a bigger profit.
SELLS BETTER because
it WORKS BETTER.

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ALL-AROUND
REPAIR CHAMAD

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DURHAM
COMPANY
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Most dealers report:
"Our sales of Durham's Rock-Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

The PLASTIC Repair Material
in POWDER Form

helpful literature

MATCHING MOULDINGS. Catalog sheet pictures Kalwood matching moldings for use in many types of installations with plastic laminated walls, counter tops, and other applications. They are available in shapes for every purpose—divider, outside corner, inside corner, end cap, counter cove, clampdown, straight leg counter cove, "T", and offset "T". All are made in 8' lengths. Keller Products, Inc., Dept. SBS, 41 Union Street, Manchester, N. H.

ENLARGE GARAGES. Practical ways of remodeling the existing garage to accommodate today's longer, wider cars are revealed in a 12-page booklet, "Modernize Your Garage—Here's How to Do It." It pictures and describes Strand all-steel galvannealed garage doors for 8', 9', and 10' wide openings. Strand Garage Door Division, Detroit Steel Products Co., Dept. SBS, 3227 Griffin Street, Detroit 11, Mich.

PROMOTES MAHOGANY. Two-color descriptive folder promotes the use of genuine mahogany for home improvement, home furniture, industrial arts, and hobby items. It also explains the difference between genuine mahogany and "Philippine mahogany." It also offers a 32-page free booklet entitled "What Everyone Should Know About Genuine Mahogany." Mahogany Assn., Inc., Dept. SBS, 566 Lake Shore Drive, Chicago 11, Ill.

DRILLING DEVICES. Salesman catalog book No. 5504 illustrates and describes Star anchoring and drilling devices for masonry and hollow walls. It covers machine bolt types, lag and wood screw types, nail anchors, toggle bolts, drilling devices, and accessories. Star Expansion Bolt Co., Inc., Dept. SBS, 142 Liberty Street, New York 6, N. Y.

FORGED IRON BRACKET. McKinney forged iron ornamental brackets are promoted in a consumer folder small enough to be used as an envelope stuffer or direct-mail piece. Drawings on the center-spread depict typical uses for these easily installed brackets. McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa.

ALUMINUM HAND TRUCK. A new folder explains the lightness, torsionally flexible bed construction, and exclusive casters of the Magco-Tobey aluminum hand truck. It tells how aluminum extrusions that serve as both deck and frame cut the truck weight as much as 80 per cent. Magnesium Co. of America, Tobey Aluminum Division, Dept. SBS, East Chicago, Ind.

SLUM CLEARANCE. A brief, concise description of the need for, nature of, and benefits to be derived from a workable program for urban renewal is provided in a 10-page booklet, "The Workable Program—What It Is." It was published by the Housing and Home Finance Agency. Copies can be obtained for 10 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

ALUMINUM WINDOWS. An envelope-size folder covering aluminum single-hung windows is offered by Croft Louisiana, Inc., Dept. SBS, Lafayette, La. Types and sizes are shown in chart form and selling points are listed to the left of this size guide.

TREATED SOUTHERN PINE. Number 6 in a series of bulletins giving technical data on Southern pine covers "Wood Preservative and Fire Retardant Treatments." The series is designed for architects, builders, engineers, and dealers. It gives advice on conditions under which preservatives should be used and the type that should be employed

in each instance. Southern Pine Assn., Dept. SBS, P. O. Box 1170, New Orleans 4, La.

ELECTRIC HEATERS. The Electro-mode Corp., Dept. SBS, Rochester 3, N. Y., offers a full-color folder on its electric space heating equipment. The folder opens up to a display of wall and portable heaters for big rooms and small areas; radiant panel and baseboard heaters; ceiling radiant cable heating equipment. It also contains facts regarding supplementary home heating by electricity.

FIBERGLASS ROOFS. The Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio, has published a 32-page booklet containing technical data and specifications for installation of Fiberglas-reinforced built-up roofs. It tells in detail the various application techniques for Fiberglas Perma-Ply No. 6, a porous mat of strong glass fibers to reinforce bitumen on roofs.

SECTIONAL GARAGE DOORS. Attractive two-color folder shows the new Keyline overhead sectional garage door. It tells about Calder's Wedge Tight track action and explains that the Keyline requires only 10" of headroom. Calder Manufacturing Co., Dept. SBS, Lancaster, Pa.

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Aggressive representatives calling on hardware and building supply trade wanted by 17 year old manufacturer of aluminum mouldings, store front material, etc. Complete line, competitively priced for sale direct to dealers. Several territories open. We protect representatives fully. Please outline present lines and areas covered. Reply to: Metal Trim, Inc., P. O. Box 1072, Youngstown, Ohio.

Aluminum windows, Awning and horizontal glide types for new buildings. Reply to: Director of Sales, P. O. Box 1072, Youngstown, Ohio.

MANUFACTURERS REPRESENTATIVE WANTED

Manufacturers representative requiring a major line now calling on building materials, lumber & hardware dealers, to sell top quality competitively priced tileboard line. Top commissions. Several territories available. All open territories have active accounts. Write fully to: PANEL-BOARD MFG. CO., ENGLEWOOD, N. J.

LUMBER SALESMEN WANTED

Experienced lumber salesmen wanted for states of Florida and Virginia by one of Southeast's largest highly rated wholesalers. We have well-established West Coast and Southern big mill connections DIRECT. Drawing account and division of profit. Four of our Southern salesmen are averaging over \$25,000 a year for their part of profit. Our employees know of this ad. All replies will be kept in strictest of confidence. Write Box 59, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Ga.

CHEMICAL PRESERVATIVE SALESMAN

Leading manufacturer of chemical preservatives has opening for salesman of proven ability and experience in the building material field. Exclusive territories with well established business and unlimited potential. Sales to jobbers, dealers and industrial. Products nationally known and respected. Give full particulars and state preference as to location. Box 61, Southern Building Supplies, 806 Peachtree Street, Atlanta 5, Georgia.

REPRESENTATIVE AVAILABLE

Manufacturers representative available Southeast. Specialist in pyramiding sales. Reply only if you can pay when commissions due, and have distributors who are not giving you volume. We will see that you produce. West coast mills' inquiries invited. Replies held in confidence. Box 60, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 5, Georgia.

Model Home Contest for High-Schoolers

The third annual model home contest for secondary school students, with a grand prize of a \$1,000 scholarship, has been announced by Ernest B. Norman Jr., chairman of the Educational Committee of the National Assn. of Home Builders, sponsors of the competition.

The contest is open to students of grades 7-12 in public or private schools in any part of the continental United States. In addition to the \$1,000 scholarship, the grand prize includes a trip to Chicago for the winning student and his teacher-sponsor. Other prizes include nine cash awards and several plaques to be given to schools represented by winning students.

"There is a wealth of latent talent in architectural designing, landscaping, homebuilding, home planning and decorating to be found in the industrial and vocational arts and homemaking classes in the schools of our nation," Norman said. "It is the purpose of the National Assn. of Home Builders to bring to school youth an opportunity to test this talent in an exciting competition that will demonstrate their skills in a practical way."

The national contest will be preceded by local model home building contests conducted by home builder associations affiliated with the NAHB. Contest regulations may be obtained through these associations or by writing to the Model Home Contest Director, National Association of Home Builders, National Housing Center, 1625 L Street, N.W., Washington 6, D.C.

Deadline for submission of entries in the national contest is August 31, 1956. Nationally prominent architects, homebuilders, educators, and

government housing officials will act as judges.

James Litten, 17, a 12th grade student in Flint, Mich., won the \$500 grand prize in the 1955 NAHB model home contest. He and his school superintendent win all-expense trips to the national convention of homebuilders in Chicago next January.

An Erie, Pa., student won the \$250 second prize. An Omaha, Neb., student took third prize of \$100 with his model home. Runners-up included George Brown, Wilmington, Del.; Allen Lindsey, Lexington, Ky.; Terry W. Good, Merriam, Kan.

Sisalkraft Offers New Lumber Packaging Movie

The American Sisalkraft Corp. has produced a new film for dealer or group use entitled "Packaging of Lumber for Shipping and Storage." The film can be scheduled through Sisalkraft's sales promotion department in Attleboro, Mass.

The film deals with various methods used by lumber mills, wholesalers, and dealers in cutting costs in the shipping and storing of lumber. One method shown is by the use of reinforced waterproof paper for shipping and storing, permitting the use of open storage areas and open railroad car equipment.

A booklet describing the entire packaging operating in detail also is available at no charge.

L. O. F. Glass Fibers Co. Announces Appointments

The L. O. F. Glass Fibers Co. has announced several appointments and promotions.

Don McAnalley is the firm's new sales promotion manager, responsible for an extensive program aimed at pointing up the many uses of glass fiber products. He will work closely with all area sales representatives and distributors.

Heading the Southeastern region as sales manager is Ralph G. Cox, whose headquarters are in Atlanta, Ga. Cox formerly was district manager in Charlotte, N.C., with the Fiber Glass Division of the Libbey-Owens-Ford Glass Co. before it merged with the CorruLux Division and Glass Fibers, Inc., to form L.O.F. Glass Fibers early this year.

Randolph H. Barnard Jr. has joined the firm as field representative in the Charlotte area.

Francis W. McPeek is the recently-appointed district sales manager in the Cincinnati, Ohio, area. Before the company merger, McPeek was manager of railroad and equipment sales for Glass Fibers, Inc.

PAINT and HARDWARE

(Continued from page 28)

and spends at least 40 per cent of his time in the field, according to Oldham. Fletcher goes on jobs contractors are working and saves builders time and detailed work by compiling orders for hardware from blueprints.

"Through his activities we accumulate a fair amount of new business, from sources that have not previously been dealing through our yard," Oldham continued.

"It is true that we do not have a lot of that character of business, for we find bigger and more consistent orders are available from those who do business with us constantly. They know they can depend on us for both quality and price.

"However, our new accounts have shown satisfactory growth in the two years we have had the department. We get some business from unexpected sources, principally because we have now gained a favorable reputation on stock and prices."

The Oldham Lumber Company was founded in 1922 and at that time it was not considered necessary or advisable, for service or profit, to stock related items.

"Finally, we became so ashamed of our dinky stock and our lack of service to customers that we installed this department," Oldham said.

"It has been what we consider an outstanding service to customers and development of profit has been beyond our original expectations. Those were our aims—convenience for customers and for profit—and the department has certainly proven itself in those respects."

Cars for Ware Salesmen

Attractive green Dodge station wagons are now being driven by salesmen for Ware aluminum windows.

The management of Ware Laboratories, Inc., are testing the effect of standardization of cars to be used in the national market by salesmen, who operate out of Chicago, Atlanta, Houston, and Newark.

Gene Munro, vice-president in charge of Ware sales, expressed confidence that this is the beginning of a national fleet of cars for Ware salesmen in all states.



Hardware and paints both are spotlighted by exterior signs at the Oldham Lumber Company in Dallas, Tex. A wood sign atop the store lists "Dutch Boy Paints—Hardware—Oldham Lumber Co." Streamers in the window, furnished by the paint makers, plug builders hardware, screen doors & windows, tools, and glass. A metal sign along the top of the store building boosts the paint brand and dealer's name. All this draws passers-by into the tile-trimmed store.

Keystone Expands Plant

Increased production and higher operating efficiency are the aim of a plant addition recently completed at the Hanover, Pa., plant of the Keystone Wire Cloth Co.

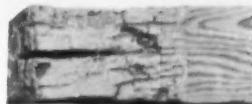
The plant will turn out Keystone's aluminum frameless tension screens, and aluminum, bronze, and galvanized steel insect wire screening.

Materials-handling operations have been re-designed in the plant to reduce in-plant movement and increase personnel safety.

TaCo-Wood now available locally!



The TaConized board after 2 yrs. in the ground is still as sound as on the day it was put there. TaCo-Wood is not only pressure treated with an oil-borne preservative, but also has been vapor solvent recovered — it's dry lumber, as workable as natural wood.



The untreated board has been destroyed in less than 2 yrs. Untreated wood will rot and be attacked by termites, making repairs costly and recurrent. Wood treated only with an oil-borne preservative and not TaConized will ruin paint surfaces by discoloring and "bleeding."

We specialize in treating lumber in transit, serving all points East of Mississippi River. Plant is adjacent to SEABOARD AIR LINE—SOUTHERN RAILWAY—N. C. & St. L.—L. & N.

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200 MILLION FEET MORE To Serve You Better!

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Send price and literature that shows how we can unload and load out cars and trucks in half the time with half the effort.

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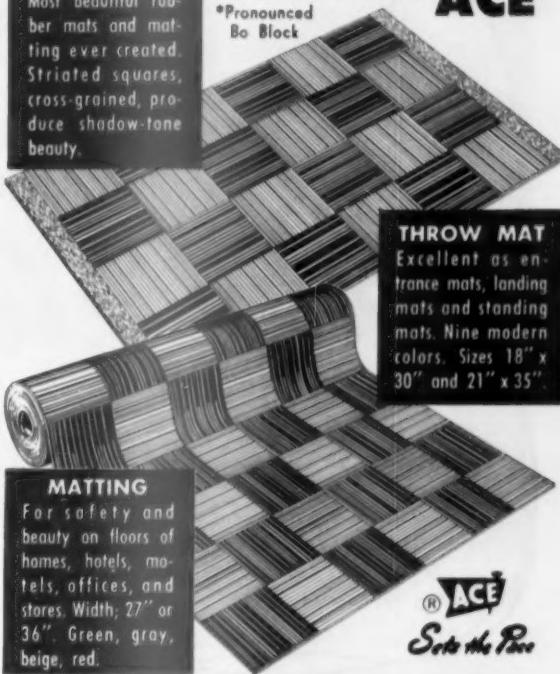
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Zuber Lumber Co.	*

"BEAU BLOC"

BEAUTY FOR FLOORS, BY
*Pronounced
Bo Block



THROW MAT

Excellent as entrance mats, landing mats and standing mats. Nine modern colors. Sizes 18" x 30" and 21" x 35"

ACE
Set the Pace

ACE RUBBER PRODUCTS, INC.

100 Beech St. Akron 8, Ohio

MULLER MIXERS AND POWER TROWELS set quality standards in their fields

Muller's objective—the best contractors equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.



PLASTER and MORTAR MIXERS
Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional. \$180 to \$995 FOB Factory.



CONCRETE MIXERS
3 models, 3 to 6 cu. ft. Tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline. \$230 to \$660 FOB Factory.



POWER TROWELS
Sizes 24", 29", 34" and 44" dia. B & S Engines. Stationary guide ring. Clutch and speed controls on handle.

Send for information and name of local dealer.



MULLER MACHINERY COMPANY, Inc.
Dept. 585, 20—Metuchen 5, N. J.—Cable Address—Mulmix

OUTSTANDING!

Trinity White Portland Cement



As white as snow



... plain or waterproofed

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

Owners of buildings used for commercial purposes have much to gain by the use of Trinity white, the *whitest* white cement. The whiteness arrests the customer's eye—the trim attractiveness of the place says "here's a good place to trade!" Sell Trinity white.

Pacific Coast Forest Products

Ponderosa Pine, Douglas and White Fir Window and Door Frames, Inside Door Jambs, Mouldings, Cut-to-length and Packaged Trim and cut stock items.

**Douglas Fir Plywood
Coos Bay Underlayment
Coos Bay Hardboard Overlay, two sides.**

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Dant & Russell, Inc.

General Sales Offices:
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Portland, Oregon



What's New with You?

This regional merchandising magazine is not only FOR YOU but we want more of it to be ABOUT YOU! It's dedicated to keeping building material merchants in the South and Southwest informed as to the latest and best merchandising and operating methods. It also publishes significant news concerning individual dealers.

Whenever your firm is changing key personnel, expanding its plant, adding new lines, you've got some news for other dealers and suppliers for this magazine. Send the facts to us, so we can publish them in DEALERS IN THE NEWS or other appropriate columns.

**Read the news in SOUTHERN
BUILDING SUPPLIES first!**

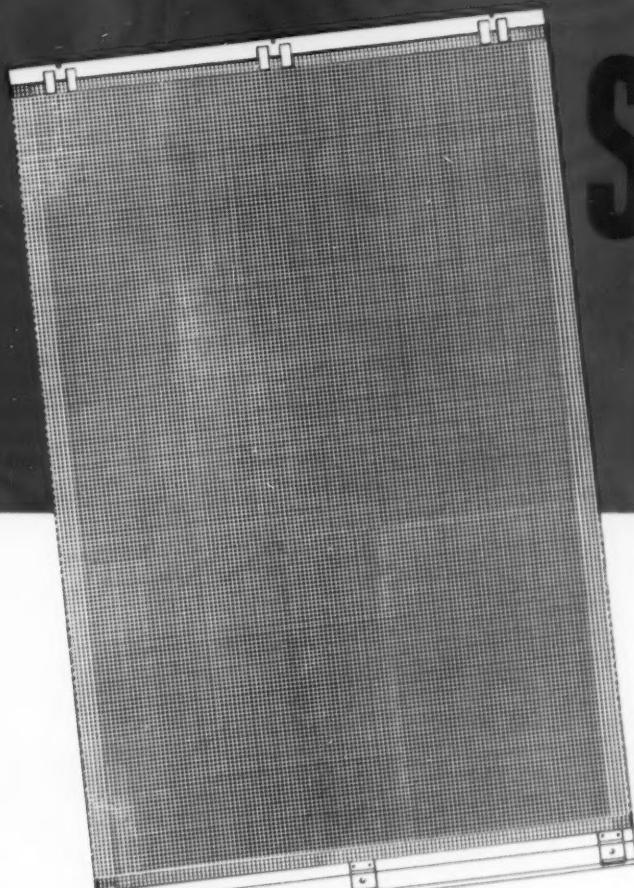
**Sell one installation for all-year
Comfort!**

SASHCO

**ALUMINUM
TENSION SCREEN**

WITH

**INTERCHANGEABLE
STORM SASH**



Now—Sashco eliminates much of homeowners' Spring and Fall work. ONE INSTALLATION serves both Tension Screen and Storm Sash, both operate on same rails, hang on same brackets, take only a minute to interchange . . . when not in use, roll up compactly, take only small storage space.

***SASHCO TENSION SCREEN** is made of fine aluminum mesh, never rusts or rots . . . never requires painting!

***SASHCO TENSION STORM SASH** is made of wire-reinforced CLEAR PLASTIC; keeps out cold, makes homes more comfortable, helps reduce heating bills. Adjustable Tension Rail allows venting when weather changes.

Exclusive hemming process on both permits easy removal from rails; prevents breaking at stress points.

JUST CLIP AND MAIL COUPON

**SOUTHERN SASH SALES & SUPPLY CO., INC.—
SHEFFIELD, ALABAMA**

SALES OFFICES AND WAREHOUSES: CANTON, OHIO; ELIZABETH,
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WASHINGTON, D. C.

***Patent Pending**

SOUTHERN SASH SALES & SUPPLY CO., INC.

- Please send brochures and prices.
 Please send details of merchandising-selling aids.

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CITY..... STATE.....

SOL-O-LITE

Weather Tested WINDOW MATERIALS

the line that
builds profits!

on the farm...



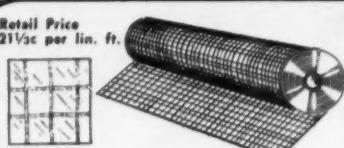
in the home...

and industry...

SOL-O-LITE is the big demand line. This low-cost glass substitute makes ideal protective material for homes, poultry houses, barns, hog houses, porches and many other uses.

SOL-O-LITE is right for you, too . . . an easy-to-handle, popular seller! Get in on this giant market . . . contact your SOL-O-LITE jobber or write direct for complete details.

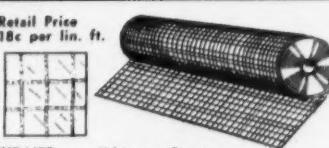
Retail Price
21½c per lin. ft.



NU-V-GLASS . . . White or Green
Finest quality $\frac{1}{4}$ " cotton mesh. Double strand twisted cotton netting, pre-treated with weather-proofing plastic and bonded with 2-100 gauge acetate films. Can't tear apart — lasts longer!

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
NV100	36	32	\$42.70
NV50	36	17	21.35

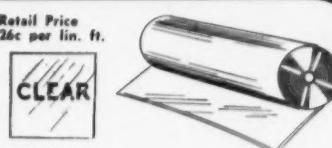
Retail Price
18c per lin. ft.



VUE-LITE . . . White or Green
Sturdy, economical cotton mesh. Twisted strands of $\frac{1}{4}$ " mesh coated with weatherproofing plastic material and bonded between two layers of transparent acetate. Easy to install. Wipes clean with damp cloth.

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
VL100	36	31	\$36.00
VL50	36	16	18.00

Retail Price
26c per lin. ft.



CRYSTAL-LITE
Extra-heavy, window clear plastic. Tough and durable. Flame-proof . . . resists any climate or weather conditions. Easily sewed or sealed with hot iron.

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
CL100	36	30	\$52.00
CL50	36	14	26.00
CL25	36	8	13.00

Retail Price
40c per sq. yd.



CLEAR PLASTIC medium weight
Clear plastic — a medium weight crystal clear vinyl plastic. Very tough and durable. Flame-proof—will stand below zero weather.

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
CP100-36	36	20	\$27.00
CP50-36	36	10	13.50
CP25-36	36	5	6.75

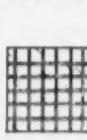
Retail Price
13½c per sq. ft.



GLAZ-FABRIK
Lightweight, durable cloth has 80 threads per square inch. Impregnated with a very high melt point paraffin solution. Withstands extremes of heat and cold. Weighs 52 lbs. per 100 yards.

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
GF100	36	52	\$26.68
GF50	36	26	13.35

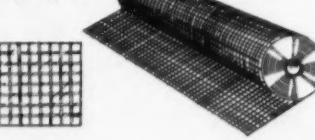
Retail Price
13½c per sq. ft.



GLAZ-SCREEN
10 mesh galvanized wire, process coated with clear heavy plastic. Flexible — shatterproof — cuts with a shears. High ultra-violet ray transmission.

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
GS110-28	28	21	\$20.74
GS150-28	28	11	10.37
GS110-36	36	27	26.70
GS150-36	36	14	13.35
GS110-48	48	36	35.60
GS115-48	48	18	17.80

Retail Price
17c per sq. ft.



GLAZ-SCREEN
Deluxe 14 x 14 weather-tested galvanized wire, process coated with durable clear, waterproof plastic. Flexible — shatterproof — air tight. Easy to cut with shears.

Cat. No.	Width Inches	Roll Ship. Weight Lbs.	Dealer Price
GS1400-28	28	32	\$26.45
GS1450-28	28	16	13.23
GS1400-36	36	45	34.00
GS1450-36	36	23	17.00
GS1400-48	48	63	45.33
GS1450-48	48	32	22.67

KRAFT STORM DOOR

Retail Price 89c each
per 36" x 84" door

DEALER PRICE

Each 59½c
Carton of 12 \$7.12
(Carton weight) ... 20 lbs.

Made of 2 sheets of heavy creped Kraft paper bonded together with asphalt adhesive. Large, heavy clear plastic window double stitched for extra strength. With 21' of weather repellent fibre strips and nails for easy installation.

SOL-O-LITE ADVERTISING and PROMOTION work for you!

Your customers read about Sol-O-Lite in national publications. Ask for our colorful point-of-purchase and direct mail literature. It all adds up to more sales and greater profits for you!

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